BROADCASTING

Broadcast Advertising

Vol. 12 • No. 3

WASHINGTON, D. C.
FEBRUARY 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

THE JOHN CRERAR
FEB 1 1937
LIBRARY

Let's Talk Turkey

Late in the fall of 1936, a gentleman strolled into our den. "I've got turkeys to sell," he confided quietly. "Thousands of them." Tucking our bib into our vest, we considered the bird (the turkey we mean). On the evening of Nov. 9, we began talking turkey to the women of Greater New York. It was a tough job, comrades. You see, we not only had turkeys to sell, *but we had to make our listeners brand-conscious as well.* It began with twenty-three brief broadcasts of five minutes each. It ended with our sponsor's 1936 turkey sales *three times greater* than those for 1935. Public demand forced dealers then handling competitive products to substitute the branded product our sponsor sold. But that, dear reader, isn't all. Dealers were added like all crazy, and our sponsor's branded turkeys made their first bows in the snootier restaurants and hotels. Have you a bird or beast to sell?

WOR

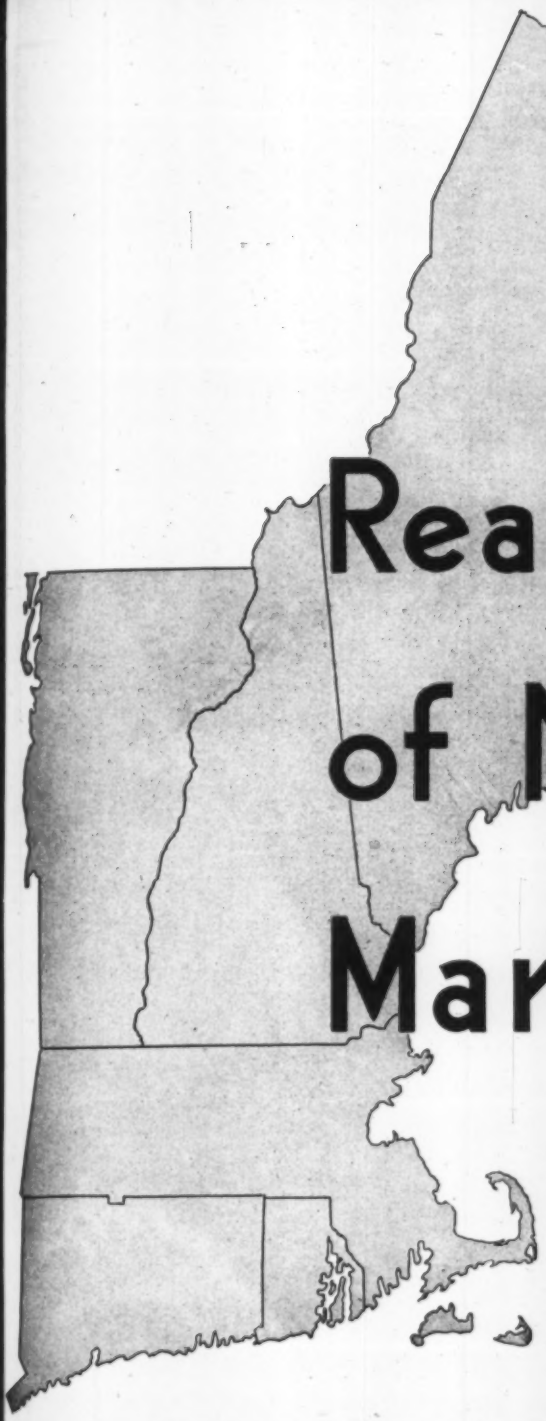
Investments *in Sales!*

In 1936, advertisers invested over $3,000,000 *more* in NBC Networks than in 1935—and nine times as much as in 1927, our first full year.

Continued and increasing investments by national advertisers in any medium are perhaps the strongest possible evidence of the sales results it produces. After ten years of test and proof, leading up to the biggest year in broadcasting history, NBC finds itself firmly established as *the world's largest advertising medium,* with a sizable margin over each and every other single advertising medium, in terms of dollar volume.

NATIONAL BROADCASTING CO.
NEW YORK · CHICAGO · SAN FRANCISCO

RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday 2 to 3 P. M., E. S. T. Both on NBC Blue Network.



Reach the CREAM of New England's Markets!

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport	WLLH	Lowell
WCSH	Portland	WRDO	Augusta
WLNH	Laconia, N. H.		

13 STATIONS covering every large retail center, including every city of 100,000 population or more—the most complete and locally intensive coverage in New England.

- Leadership in total listening area and individual station acceptance.
- NBC Red Network programs, plus the most popular locally produced shows, commanding an all-day network audience with the highest hourly listening average.
- The largest news and sports audience in New England.
- New England's largest production staff and most elaborate studio facilities, at WNAC, the key station.
- In short . . . the one network geared to produce dealer co-operation and volume sales in every densely populated retail trading spot. The perfect set-up for aggressive New England-wide selling.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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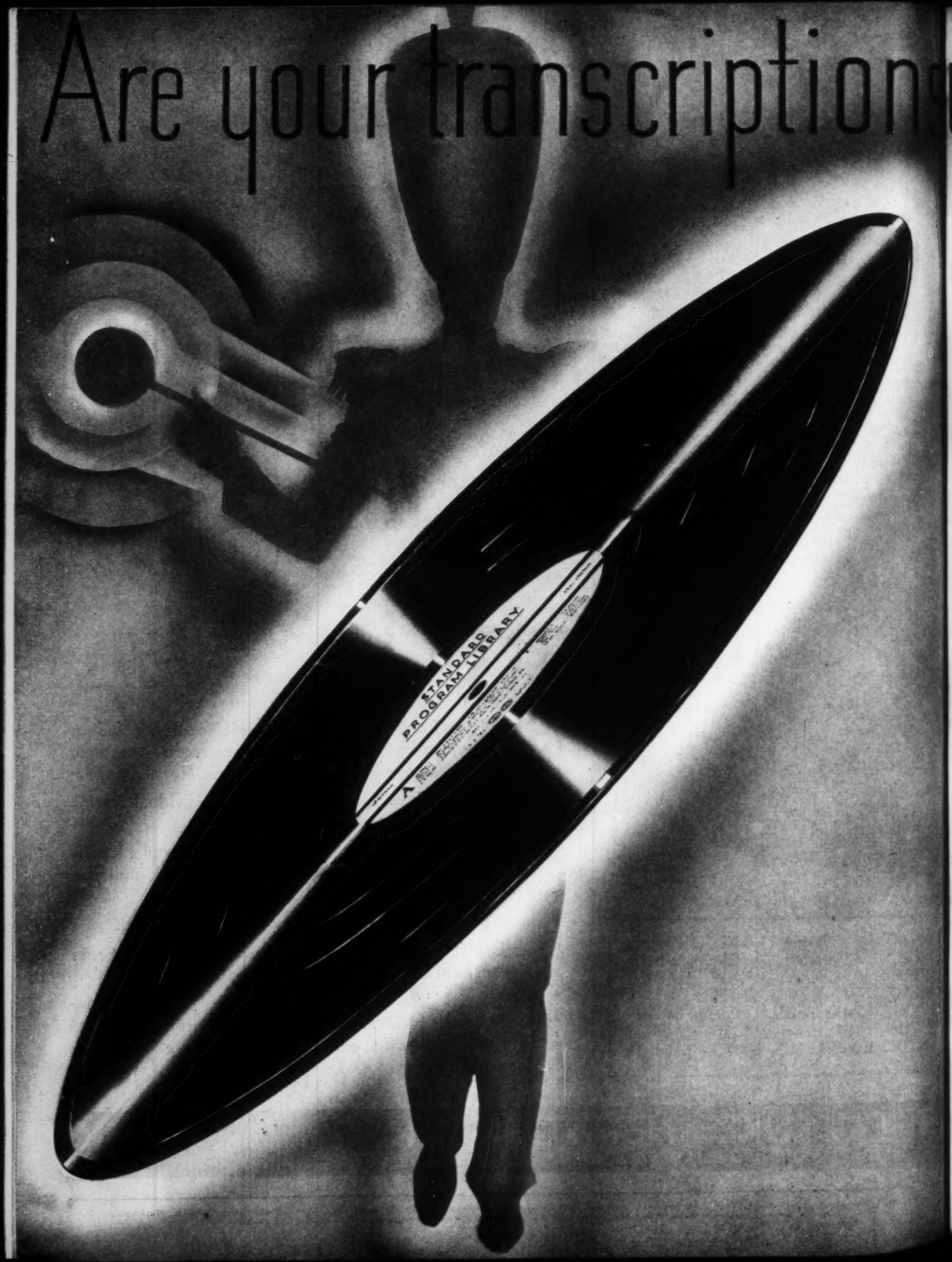
XUM


Are your transcriptions
STANDARD
PROGRAM LIBRARY

up to *Standard?*

. . . in SHOWMANSHIP

A STANDARD transcription has an undeniable, unmistakable flair for the different, the distinctive, the unusual . . . It is this uncanny ability to instill into every transcription the inspired touch of showmanship, which has, more than any other factor, accounted for the commercial attractiveness of Standard features.

★ STANDARD PROGRAM LIBRARY
★ SUPER SOUND EFFECTS
★ SPECIAL FEATURES
★ CUSTOM PRODUCTION

Standard Radio

6404 Hollywood Boul., Hollywood, Cal. • 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • DALLAS • SEATTLE • TORONTO • LONDON

XUM

26 Pick-up Points Cover the Inauguration for CBS—18 Columbia announcers and commentators, using 30 microphones, reported all the expected—and many of the unexpected details of the Inauguration—from Union Depot, St. John's Church, the White House, the Reviewing Stand, the Treasury Building, roving limousines, pack transmitters, Washington Monument, the Capitol Building, and the Capitol Building Dome. Not shown in the illustration, there was in addition, a blimp held in readiness to broadcast a bird's-eye view of the Inauguration, but grounded at the last moment only by "Ceiling — zero, Visibility — zero".

XUM

TION *via* CBS

January 20th. A day in history is fragmented—taken apart. Each moment yields up its color, its immediacy, its stirring inward drama—to *radio.*

"I, Franklin Delano Roosevelt, do solemnly swear..."

Thirty microphones shuttle back and forth in space, in time. Weave the myriad fragments of voice and deed and pageantry into a radio panorama of earth-wide dimensions. Render the full human significance of an event long anticipated and not to be forgotten.

For the second time in four turbulent, swiftly-telescoping years, the President of the United States takes the oath of office.

A few thousand hardy spectators stand huddled together before the Capitol Building. Drenched in the cold, sleety rain, they hear the President's words and *almost* see his face through a thick sea of umbrellas.

At the same moment, the *nation* to which President Roosevelt is speaking, listens at its radios in the comfort of its homes, offices and autos. Not a word or syllable of this critical event escapes its ears: the cheers of the crowds, the fanfare of the bands—even the sniffles of rain-soaked dignitaries on the reviewing stand. The nation participates in the ceremonies to an extent inconceivable to those actually present.

To make this possible, the Columbia Broadcasting System set up the most complete broadcasting machinery in its history for the coverage of a public event.

Columbia microphones honey-combed the length and breadth of Washington, capturing every major note of the ceremonies—and most of its minor ones. From early morning to late afternoon, eighteen announcers reported the ceaseless flow of action from every point of vantage in the crowded city of Washington.

In this Inauguration, technical as well as civic history was made. So flexible—so mobile was the vast criss-crossing of Columbia's microphone facilities that H. V. Kaltenborn, while in one of the CBS short-wave cars, was enabled to interview Governor Rivers of Georgia in *his* car, *with both automobiles in motion!*

A special broadcast was arranged from the Roosevelt ancestral home in Holland. And the events of the inauguration were broadcast by Columbia to the world in French and Spanish simultaneously with the American broadcast. The whole gargantuan mechanism required more than a thousand engineering man-hours for its preparation.

Yet, "bigness" was not the object of this elaborate mobilization of Columbia's radio facilities. Rather, it was inspired throughout by a desire to bring the nation's millions into the closest possible touch with the nation's public life.

We can conclude this somewhat formidable narrative with a very simple point. It is just such acts of public service, as the coverage of the Inauguration, which have helped to create radio's present stature, its "bigness" in the lives of its listeners, its importance in the plans of the nation's leading advertisers.

COLUMBIA BROADCASTING SYSTEM

XUM

"Inspiring, it is, inspiring!"

MUCH as we love our homes, our firesides and our lit-tle chil-dren, there's one thing we like better. And that's taking on a tough job, doing it fast and *well*, and thereby earning the thanks (and perhaps some extra business) of some good customer or "prospect".

That's why our offices are often still open at nine or ten o'clock in the evening. That's why you'll frequently find some or all of us "downtown" on Sundays. And we don't do it in the spirit of martyrdom, either.

If you've got a job that's got you down, don't hesitate to yell for help. We're listening — and we practically never sleep!

FREE & PETERS, INC.

Free & Peters List

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 3 WASHINGTON, D. C., FEBRUARY 1, 1937 $3.00 A YEAR — 15c A COPY

Nation Pays Tribute To Radio Flood Aid

Stations Serve as Chief Means of Communication During Tragic Onrush of Ohio and Mississippi Torrents

By MARTIN CODEL

"THANK God for Radio!"

This prayer was echoed far and wide throughout the land during the last ten days as the swollen Ohio River and its tributaries and the mounting Mississippi surged far above their banks and inundated cities and towns from Pittsburgh to Cairo, Ill., threatened to wreak more havoc along the Mississippi, and forced the Army Jan. 27 to order an evacuation of the Mississippi Valley from Cairo to New Orleans.

Put to the test, broadcasting stations in and near the flooded areas and all through the country joined with countless amateur, police and military short wave radio services to guide and direct rescue work, to inform the nation what was occurring and to help raise relief funds for the Red Cross and others who were striving desperately to relieve the ravages of the greatest flood disaster in American history.

Not only local, state and national officialdom, but distressed humanity waiting for rescue workers were guided almost entirely by radio, and millions of relatives and friends outside the stricken area standing anxiously by their radio receivers, expressed their prayerful thanks for the tremendous work radio was performing. Even the newspapers in their news and editorial columns praised the work of "radio at its best."

As this was being written Jan. 28, thousands of radio engineers, announcers, reporters and executives were on the job at broadcasting, police, amateur and mobile stations—and more were being dispatched to the stricken areas to relieve those who for a week or more had gone practically without sleep and on rationed food and water to maintain their vigils.

The broadcasters, aware that some of their colleagues and their stations were in desperate straits, were also preparing to set up complete communications services from Cairo and Memphis downward as officials reported the Mississippi was swelling with the onrush of its tributaries and that "the worst was yet to come."

As the flood reports first came in, BROADCASTING telegraphed station managers in practically every community with a broadcasting station in the flood area and within its path, and from some of them received detailed or sketchy reports of what they were doing and what was happening to them. The report here is an effort to summarize or detail literally thousands of words of telegraphed and telephone news received at our offices in Washington, which were also used by several stations and Red Cross workers to relay important messages and news to and from official Washington.

The reports herewith do not purport to give every detail of what is occurring in the radio stations in the beleaguered area, for some of them were unheard from, possibly shut off from the outside world.

Hardest hit of all the major cities in the flood's path at this writing were Louisville and Cincinnati, whose broadcasting stations are still on the air constantly (some of them on clear channels which can be heard far and wide) as the chief agencies of communication to patrol boats, police cars, amateurs, military units and the outside world. Their broadcasts consist largely of directions to rescue workers, police and soldiers and pleas to the outside for specific aid — each broadcast announcement among those being carried 24 hours a day in itself telling its own story of danger, need and heroism.

YEAR BOOK NUMBER

THE 1937 Year Book Number of BROADCASTING Magazine will go into the mail to all subscribers the week of Feb. 8.

Cincinnati Pitches In

CINCINNATI, largest city in the path of the Ohio's torrent, felt its full fury and along with flood waters came fire and explosion which entirely wiped out a warehouse of the Crosley Radio Corp., close to the main studios of WLW and WSAI. With only a few minutes interruption, however, both of the stations were back on the air from downtown studios, although WSAI's transmitter at one juncture was disabled and it had to use an auxiliary at Mason, O., out of the path of the flood, where the giant 500,000-watt WLW transmitter is located.

All five of Cincinnati's stations pitched into the relief work, forsaking nearly all other schedules and devoting themselves to an around-the-clock effort to help city, state and national rescue and relief workers. Depleted power supplies forced WLW to cut to 50,000 watts, and some of the other stations were obliged to use auxiliary generators with reduced power.

While WLW was able to carry the broadcasts of WAVE in Louisville, received by wire, and to relay the mobile transmitting units sent out by itself, the networks and the military and police, WHAS in Louisville was broadcasting over WSM, Nashville, which cast out all other programs and devoted itself 24 hours a day to the official bulletins, notices, directions and pleas coming out of the big Kentucky city which was so far under water that most of its inhabitants had to flee. WHAS itself, along with WAVE, went out of commission the night of Jan. 25 when the power supply of the city failed, but next day it got back on the air with a motor generator feeding curtailed power, as did WAVE.

These stations bore the brunt of the official broadcasting, with the Red Cross making its headquarters in their marooned studio quarters.

All Aid Red Cross

OTHER stations and the networks in and around the flooded regions all were on the job, being commandeered almost from the outset to relay official reports. The networks sent relief announcing and engineering crews to many stations and themselves set up their own mobile shortwave units or established their own pickup points in and outside existing studios. Network affiliations were almost totally disregarded for the main task of getting the rescue work done, the relief pleas out and the news to the outside world.

When the Red Cross made its first appeal for $2,000,000, stations and networks throughout the country interspersed nearly all of their station-breaks and sponsors broke into many of their programs to ask the public for funds. Many stations staged special benefit performances with artists willingly contributing their services. When the fund need went up to $4,000,000 and then to $10,000,000 the appeals were intensified and were still being made as this was written.

When a few stations asked WSM for authority to pick up, off-the-air, the broadcasts it was carrying over temporary telephone lines from WHAS, the Nashville station broadcast an announcement giving blanket permission to do so, and within 48 hours a "voluntary intercity network" of stations from

(*Continued on page 13*)

FLOATING TO WORK—WCMI's home was up to its hips in water but that didn't keep the staff from the job of aiding flood relief work. In the foreground is Paul Ruhle, with aides, in charge of WCMI flood relief activity, looking over the watery situation in Ashland, Ky.

Suitable Programs Necessary To Attract Railways to Radio

Carriers, Conservative in Methods, Show Growing Interest in Value of Advertising in General

AMERICA'S railroads, traditional spurners of radio—with some notable and successful exceptions — have nothing against the broadcast medium itself but merely are biding their time until someone comes along with a crack program tailored to their particular business. This impression is gathered from conversation with railway officials.

At present the Association of American Railroads is financing a $1,200,000 cooperative publicity campaign for major railroads with about three-fourths of it budgeted to printed media and the rest to other public relations activity. The campaign was one of the main topics discussed at the annual meeting of the American Association of Railway Advertising Agents, held Jan. 15-16 in Washington.

For two years organized rail executives have been auditioning radio programs from time to time, but out of twoscore proposed cooperative campaigns not one has aroused any particular interest.

National Park Dramas

ALTHOUGH the meetings of the advertising agents were closed, it was learned that the agenda was confined for the most part to general rail promotion topics rather than to the merits of any specific media. Among speakers were Col. R. S. Henry, assistant to the president, Association of American Railroads; Arthur Kudner, president of the agency bearing his name and placing the railway cooperative advertising campaign; A. E. Demaray, acting director of the National Park Service, U. S. Interior Department; George P. James, general passenger agent Atlantic Coast Line and president American Association of Passenger Traffic Officers.

Mr. Demaray described cooperation of the National Park Service and the Western Passenger Traffic Managers Association in radio promotion. He told of the Service's broadcasts on an NBC network, which were on a sustaining basis, with the Western group financing the hiring of professional talent for the series.

Large numbers of inquiries were received by the carriers, Mr. Demaray explained, from persons interested in visiting national parks and other public recreation centers which were dramatized in the network programs.

Mr. Demaray suggested a similar effort to be carried on with the cooperation of eastern carriers to dramatize national parks in the East and to stimulate travel to them.

Western railways for years have been in the position of needing something to sell whereas eastern carriers have derived passenger business from the congested population of their territory. Now, with growing competition from other methods of transportation and with reduced fares as an inducement, eastern roads are declared to be in a still better position to profit from advertising.

Pennsylvania Railroad, largest of them all, is understood to be interested in radio and an executive is said to be making an investigation of various programs as well as studying the effectiveness of the medium in promoting passenger business. No definite plans have been drawn, the survey apparently being merely a compilation of radio advertising information.

Throughout railroad circles the view is generally held that advertising is helpful in stimulating passenger traffic but of little avail in developing freight business, which is based purely on shipping needs.

The present rail cooperative campaign obviously is designed to develop good will, stimulate railroad business and also to divert trade from highway and air transportation. In addition individual roads are conducting their own advertising campaigns, sometimes basing their copy on suggested material prepared by the Association of American Railroads.

At the rail advertising agents convention one executive, unwilling to be quoted, suggested informally that he would like to hear a cooperative railway program along the line of the Philco network series. He brought out that railroads sell a high-priced product not in universal use, a factor that has deterred carriers from using radio since many of them consider the medium especially suited to consumer goods. His personal view was that individual roads should use local studio programs, whereas network campaigns were suited to group advertising.

Union Pacific Railroad Co., Omaha, on Jan. 31, started for 12 months, transcription series titled *Romance of Transportation* on 7 NBC stations (KGO, KOA, KHQ, KJR, KGW, WOW, WMAQ). Quarter-hour programs, on a scattered schedule, are being heard Sunday afternoons, with time and date decided upon from month to month. Caples Co., Los Angeles, is the agency.

Dodge Recording Series

DODGE MOTOR Corp., Detroit, through the New York office of Ruthrauff & Ryan Inc., in mid-January started to produce a series of 26 transcribed quarter-hours in the Hollywood studios of RCA Mfg. Co. Frank Morgan, film star, is master of ceremonies, with a different picture star on each program and Victor Young's Orchestra for the musical background.

Penn Buys 6:20 a. m.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), starts two daily newscasts on KMBC, Kansas City, Feb. 15, broadcast from 6:20-6:30 a. m. and from 6-6:10 p. m. Schedule runs until daylight savings goes into effect last of April, when newscasts give way to daily sports reviews. Placed through Ruthrauff & Ryan Inc., New York.

Lohr Visits Coast

LENOX R. LOHR, NBC president, left New York Jan. 24 for a month's trip to the Pacific Coast. While he plans to visit affiliated stations in the Far West, his primary purpose in making the trip is to inspect NBC studio facilities in Hollywood, particularly in connection with plans to double their size. It will be his first trip to the Coast since assuming the NBC presidency a year ago.

FATHER COUGHLIN ON SPLIT NETWORK

OVER split independent hookups totaling 42 stations arranged through the Mutual Network, Father Charles E. Coughlin returned to the air Jan. 24 for a new 52-week series of Sunday broadcasts sponsored by the Social Justice Publishing Co., publisher of the newspaper of his National Union for Social Justice. He is using two separate hookups, one in the afternoon for one hour and one in the evening for a half-hour, and the account is being handled by Albert M. Ross Inc., New York agency.

The initial broadcast was devoted largely to a eulogy of the late Bishop Michael J. Gallagher, bishop of the Michigan diocese and Father Coughlin's chief supporter, and the tenor of the broadcast did not indicate whether Father Coughlin intends to go into political issues again although he stated that he would fight communism. In the Jan. 24 broadcast Father Coughlin stated that he was returning to the air at the direct request of the late bishop. Except for a brief New Year's message on CBS, Father Coughlin has been off the air since he announced his "voluntary retirement" after the elections last November.

The first broadcast, heard from 3 to 4 p. m. (EST), was carried by the following stations: WAAB, WSAR, WSPR, WLBZ, WFEA, WTHT, WNBH, WLLH, WBRY, WLNH, WEAN, WICC, WKBW, WCAU, WJR, WHB, KOIL.

The second broadcast, 8-8:30 p. m. (EST), was carried by 24 stations as follows: WOR, WSYR, WABY, CKLW, WBAL, WWSW, WFIL, WOL, WGAR, WMT, KFEL, KWK, WSAI, WCOL, and the 10 stations of the Don Lee network.

FTC Strikes Marmola

RALADAM Co., Detroit, was ordered Jan. 25 by the Federal Trade Commission to cease alleged representations for Marmola, weight reducing product at one time advertised on the air. Large numbers of stations were called on the carpet by the FCC because of the Marmola account, leading to its removal from the air. The FTC pointed out that the product contained dessicated thyroid, described as a powerful and dangerous drug. The FTC ordered F. L. McWethy, Marshall, Mich., to cease certain claims for his "Home Treatment" and ordered ITS Co., Elyria, O. (rubber heels and soles) to cease certain trade practices alleged to be unfair.

KOIL, OHAHA, on Jan. 19 was authorized by the FCC to install a vertical radiator and new equipment and increase its day power from 2,500 to 5,000 watts.

Continuance of Strikes At General Motors Units Affects Radio Programs

WIDESPREAD cancellations of advertising by all divisions of General Motors Corp. as a result of the company's current strike difficulties are not affecting the radio field as seriously as the other mediums, a survey of the situation made in Detroit shows.

The one serious cut into radio activity was the stop order issued on all of the WBS *Musical Moments* transcriptions by Chevrolet. They were being heard over nearly 400 stations two and three times weekly for 15-minutes. For some time they have been the largest transcription series on the air.

Several programs now nearing the end of their 13-week contracts will not be continued. There is some question whether these programs would have been renewed at this time whether the strike difficulties had come or not. One new show got under way late in January, the *Pontiac Varsity Show*", through MacManus, John & Adams Inc., Detroit agency. No change is planned or being considered in the weekly broadcasting of the General Motors Sunday symphony concerts.

The general feeling among well-informed observers of the situation in Detroit was that the General Motors tieup would probably continue for sometime. How soon all advertising will be resumed after the production lines begin to move again is a question. William S. Knudsen, executive vice president of the corporation, has said that he expects shipments of cars into the field would be possible about ten days after production re-commences. Advertising on any extensive scale would probably not proceed for another fortnight after the first shipments of cars began.

In the meantime, the settlement of the Pittsburgh Plate Glass Co. strike removed the one other major bugbear to production and advertising. For a time the supply of glass in Chrysler plants and at Ford was diminishing beyond the danger point. Settlement of the Pittsburgh strike means that new shipments of glass in modest quantity can be made almost at once and that full-size shipments will be coming later, and so there is little fear of advertising cancellations as a result of such shortages.

Sales of Tuna Concern Quadrupled by Radio

SUN HARBOR PACKING Corp., San Diego, Cal., through Robert Gracemill Agency in the same city, has reported a 400% increase in distribution since the inauguration of *Tales of the Tuna Clipper* on KGB four months ago. Radio has been the only media used by the sponsor, who packs and distributes Sea Pearl Tuna and Wood's Quality Fillet of Mackerel in cans to seven southwestern states. The program is heard Thursday nights, just before "fish day".

San Diego, largest tuna port in the world, furnishes material for the programs, taken from actual case histories of unusual catches, unique trips, outstanding characters in the fishing colony and other events connected with the industry.

NAB Sales Chiefs Probe Vital Problems

By BRUCE ROBERTSON

Oppose Third 15% Commission, Pass Chain-Break Buck To Networks and Split on Multiple-Rate Problem

TWO unscheduled, but probably not unexpected, debates proved highlights of the two-day meeting of the Sales Managers Division of the NAB held in Chicago's Hotel Sherman Jan. 18-19 with some 80 attending. At the Monday session the discussion centered upon the ethical and financial aspects of chain-break announcements, a subject pushed into the limelight again by Henry Ford's recent attack.

After considerable frank and forceful expression the group reached the conclusion that when networks can come to their member stations with clean hands—that is, when the chains have eliminated the chain-break announcement from their owned and operated stations during the evening hours—the stations will be ready to talk about following suit, but only on a new basis of compensation from the networks that will repay the stations for their loss of revenue.

HIZZONER AND ADVERTISER — The Chairman, J. Buryl Lottridge (left), sales manager of KFAB and KFOR, Lincoln, and KOIL, Omaha, as he presided over the sessions of the Sales Managers' Division of the NAB Commercial Section. T. F. Flanagan, president of Penn Tobacco Co., Greenwich, Conn., as he addressed the meeting.

Third Commission

TUESDAY'S big moment was concerned with the advisability of paying a third 15% for business, in addition to the standard commissions to advertising agencies and exclusive station representatives. When the question was raised Arthur B. Church, KMBC, Kansas City, reminded the group of the resolution passed by the NAB at the 1934 convention that it was unsound business to pay more than the two commissions. Informal votes on the question failed to disclose a single sales manager in favor of paying the extra commissions asked by either Transamerican Broadcasting & Television Corp. or World Broadcasting System for the creation of new business. The consensus seemed to be that if the request for a third commission is legitimate the asker has performed the functions expected of either the agency or the representative and should be paid by him.

In connection with Transamerican the debate centered around the purposes of the organization in radio. The view was expressed that it is an arm of the Warner Bros. motion picture interests attempting to procure a foothold in the broadcasting industry. There was mentioned a recent letter from Transamerican to stations predicting commercial television in 1937 and urging stations to affiliate with it on a representation basis on the primary ground that it is prepared to "program" television.

Since the actions of the Sales Managers Division are recommendatory, it was pointed out that the discussions were purely preliminary. The Sales Managers Division is subservient to the Commercial Section of the NAB and if any formal action develops, in the way of resolutions, it must be as a result of recommendations of the Commercial Section rather than the Sales Managers Division.

Two recommendations were endorsed by the group and submitted to the NAB Commercial Section for consideration at the next NAB convention. The first recommended that units of time for sale be standardized as one hour, half-hour, quarter-hour, and five minutes, with anything less than five minutes to be considered as an announcement; and that frequency discounts be standardized as net for less than 13 times; 5% for 13 times, 10% for 26 times, 15% for 52 times, 20% for 100 times, and 25% for 300 times. The second recommended that units of time and announcements be kept separate in the figuring of quantity discounts. As it was felt that the group was too small to act for the entire membership, no official vote was taken on any of the more controversial questions.

But it is probably unfair to single out any part of the meeting for special mention as the large majority of the 81 men who braved the flu-swept city of Chicago did attend every session and the debates on every topic were both full and frank. The sessions were closed to all but certified sales managers so there was no pulling of punches.

The Agency Viewpoint

FOLLOWING a brief address of welcome from NAB's president, C. W. Myers, KOIN-KALE, Portland, Ore., the opening meeting got under way with a talk by H. K. Carpenter, chairman of the NAB Commercial Section, who explained that the meeting was primarily intended for an exchange of ideas among the sales managers, and secondarily for recommending to the Commercial Section topics to be presented to the next NAB convention. The first guest speaker was R. J. Barrett Jr., in charge of time buying for the Chicago office of Blackett-Sample-Hummert Inc., who joins WOR, Newark, Feb. 15. He told the sales managers what they can do to help the agency man to sell their time and keep it sold. The most important factor in a station is its management, which consciously or not develops an editorial policy that makes the station preferred by a particular group of listeners, Mr. Barrett stated. It is the focusing of its aim at a definite group that makes a station preferred by advertisers wishing to reach that group, he continued, pointing out the success of WLS, Chicago, in specializing on the rural audience.

Mr. Barrett's second major point was that possibly 95% of time is bought on the buyer's confidence in a station and its management. If a time buyer cannot believe what the station salesman or representative tells him, he said, he soon ceases to use that station, as it is virtually impossible for him to check up on every broadcast. As an example of the kind of honesty that breeds repeated business he cited a credit for a quarter-hour received from a station which, although it had broadcast the program as scheduled, felt that the previous advertiser, who had used his time to read a lengthy broadside of items and prices, had killed the audience for the following program. Mr. Barrett concluded with a plea for simplified rate cards that would make a station easy to buy for time buyers who are not mathematical geniuses.

Criticizing broadcasters for their complacency in allowing the networks and transcription manufac-

(*Continued on page 60*)

AS 80 STATION SALES EXECUTIVES ATTENDED FIRST NATIONAL MEETING

FCC Stays on 24 Hour Watch To Help Station Flood Work

Coordinates With Flood Agencies to Authorize Stations to Go Limit in Relief Work

THE FCC became the focal point for clearance of emergency station activities almost with the first evidence of high water on the Ohio. Beginning on Jan. 21, the engineering department was called upon to grant emergency authority to stations desiring to handle relief communications.

As the flow of station traffic of every character increased, Chief Engineer T. A. M. Craven on Jan. 27 authorized a continuous 24-hour engineering watch which began the following day. An engineer imbued with broad authority was kept on duty after official closing of the FCC to clear emergency authorizations and coordinate FCC activity with that of headquarters offices of the Red Cross, Army, Navy and Coast Guard, all situated in Washington. The activity was reminiscent of wartime days in the Capital.

In announcing the 24-hour watch, the FCC said that at any hour of the day or night the emergency service could be reached by telephoning District 1654, Branch 85, by addressing teletypewriter exchange "Wash., D. C. 398" or through any telegraph company. The headquarters are at 5353 New Post Office Building, Washington.

Continuous watches also were established in the other governmental relief coordinating agencies. The expectation was that the crisis had not yet been reached and that the peak would arrive within a fortnight as the Ohio empties its turbulent flood waters into the Mississippi.

Relay Activities

ROUGHLY, it was estimated that some 200 stations regularly or intermittently were relaying the rescue broadcasts of WHAS, Louisville, through WSM, Nashville. With its own 50 kw. plant crippled when the flood waters wiped out the Louisville power supply, WHAS, by direct telephone line, was relaying its continuous relief broadcasts through WSM and stations everywhere in the flood area and even beyond were picking up the broadcasts from the Nashville station. The network was called the voluntary inter-city chain.

A glance over FCC telegraphic correspondence relating to the flood disclosed that as early as Jan. 21 such stations as WPAY, Portsmouth, O., and WCMI, Ashland, Ky., both of which subsequently were flooded out, notified the licensing authority of their plight. WPAY asked for authority to use its auxiliary equipment "in the event our main transmitter goes out." WCMI asked similar authority to operate its transmitter continuously for "emergency purposes."

The flow of telegraphic requests became heavier from that time on. Among the earlier stations requesting authority to operate continuously or operate additional hours or with increased power for emergency flood purposes were KFRU, Columbia, Mo.; WBNS, Columbus, O.; WMC and WREC, Memphis; KARK and KLRA, Little Rock; WKBV, Richmond, Ind.; WLW, Cincinnati; WFBM, Indianapolis, and WTJS, Jackson, Tenn. There were dozens of telegraph requests for permission to rebroadcast the WHAS-WSM flood relief bulletins. These were automatically granted by the FCC with the proviso that the consent of the originating station was procured, pursuant to the requirements of the established rules.

Early in the emergency, word emanated from the FCC that flood communications should be given priority in all bands. The nation's 45,000 amateurs were notified:

"In view of urgent need for prompt emergency radio service in flood area, the FCC requests all amateur licensees to make certain before going on the air that their routine communications will not interfere with the service of those stations carrying on emergency work."

The wide range of activity necessitated by the FCC in connection with relief work was staggering. For example, it found it necessary to ask WOAI, San Antonio, to sign off early because of interference with WSAZ, Huntington, W. Va., in the heart of the flood area. WSAZ operates limited time on the 1190 kc. clear channel, on which WOAI is the dominant station. Due to the emergency, it was authorized to operate full time and WOAI readily consented to sign off early through Manager Hugh A. L. Halff to permit the beleaguered station to carry on.

Nathan Lord, manager of WAVE, Louisville, notified the FCC Jan. 26 that the station had returned to the air at 12:20 p. m. with reduced power after having been forced off the preceding night at 11:39 p. m. when flood waters caused the local power failure. Power was being supplied by a gas-driven generator and amounted to 500 watts.

Networks at the Scene

WCKY, Cincinnati, on Jan. 26 resumed operation with 250 watts power derived from a Diesel power unit borrowed from International Harvester Co. after it had been thrown off the air the preceding day by virtue of the failure of the Covington plant. A typical message was that from J. V. Beard, manager of KTBM, Jonesboro, Ark:

"Flood situation critical stop KTBM must remain on air until further notice."

WWVA, Wheeling, a part-time station, wired the Commission that it considered the Ohio Valley flood created an emergency making full time operation necessary to advise the community of the constantly changing flood stage and for protection of life and property. The authority came immediately.

WCPO, Cincinnati, through manager William A. Clark, reported that conditions were such in the Cincinnati area that it was forced to use its regular 250 watts daytime power throughout the night to procure adequate signal strength.

There were numerous messages from the major networks requesting authority for operation of auxiliary or high frequency shortwave transmitters for emergency purposes.

WFIL, Philadelphia, on Jan. 27 notified the FCC it had loaned engineers and two shortwave transmitters to WHAS and asked permission to operate them for a 10-day period.

WSOC, Charlotte, asked for permission to use three shortwave stations for relief work.

More than a dozen daytime or part-time stations asked for and procured authority to operate full time because of the emergency.

Leigh Harris, chairman of the Red Cross at Scottfield, Ill., was informed by the FCC in response to an inquiry that all stations have authority to broadcast emergency messages relative to the flood. The suggestion was made that he contact the nearest station and advise plans. Subsequently WFBL, Syracuse, on Jan. 27 sent to Scottfield its mobile transmitter for emergency use.

FLOOD STATIONS
Broadcasting Located in Areas Under High Water

RADIO broadcasting stations situated in the Ohio and Mississippi flood or potential flood areas, together with their studio and transmitter locations, follow:

OHIO VALLEY

Pittsburgh — KDKA, studios in Grant Bldg., transmitter at Saxonburg, Pa.; WJAS and KQV, studios in Chamber of Commerce Bldg., transmitter at 1475 Crane Rd.; WCAE, studios in William Penn Hotel, transmitter in Baldwin Township, Allegheny County; WWSW, studios in Hotel Keystone, transmitter on Miami St.

Wheeling, W. Va.—WWVA, studios and transmitter in Hawley Bldg.

Parkersburg, W. Va.—WPAR, studios in Grinter Bldg., transmitter on Gihon Road, South Parkersburg.

Ashland, Ky.—WCMI, studios and transmitter in WCMI Bldg. downtown.

Huntington, W. Va.—WSAZ, studios at 929½ Fourth Ave., transmitter at Pleasant Heights.

Portsmouth, O. — WPAY, studios and transmitter at 821 Chillicothe St.

Cincinnati—WLW and WSAI, studios now in Union Central Bldg., transmitters at Mason, O.; WKRC, studios and transmitter in Hotel Alms; WCPO, studios in Sinton Hotel, transmitter on Parkview Hotel.

Covington, Ky. — WCKY, studios in downtown Covington and Cincinnati, transmitter at Crescent Springs, Ky.

Louisville—WHAS, studios at 300 W. Liberty St., transmitter at Jeffersontown, Ky.; WAVE, studio and transmitter in Brown Hotel.

New Albany, Ind.—WGRC, studios in Indiana Theater Bldg., transmitter at McCullough Pike near Silver Creek.

Evansville, Ind.—WEOA and WGBF, studios and transmitter at 519 Vine St.

Paducah, Ky. — WPAD, studios and transmitter at 9th & Terrell St.

Harrisburg, Ill. — WEBQ, studios and transmitter at 100 E. Poplar St.

MISSISSIPPI VALLEY

Blytheville, Ark. — KLCN, studios and transmitters believed downtown.

Memphis, Tenn. — WREC, studios in Peabody Hotel, transmitter at Radio Center, North Memphis; WHBQ, studios in Hotel Claridge, transmitter at 36 Neely St.; WMC, studios and transmitter in Hotel Gayoso; WNBR, studios in De-Voy, transmitter at 1690 S. Lauderdale.

Pine Bluff, Ark.—KOTN, studios and transmitter in Hotel Pines.

Vicksburg, Miss. — WQBC, studios in Hotel Vicksburg, transmitter at Halls Ferry Rd.

Baton Rouge, La.—WJDO, studios at 334 Florida St., transmitter at Magnolia & Fifth Sts.

New Orleans — WJBW, studios at 619 Godchaux Bldg., transmitter at 947 Howard Ave.; WSMB, studios in Maison Blanche Bldg., transmitter at Algires, La.; WDSU, studios in Hotel Montelleon, transmitter at Gretna, La.; WBNO, studios in St. Charles Hotel, transmitter at 1376 Camb St.; WWL, studios in Roosevelt Hotel, transmitter near Kenner, La.

WLW - WSAI Back To Normal; Studios Escape From Fire

Everything Cleared for Flood; Raise $80,000 for Relief

WITH the crest of the Ohio River flood reached at Cincinnati Jan. 27, and with the waters beginning to recede, WLW's general manager, William S. Hedges, advised BROADCASTING by telephone that the station was gradually returning to normal operation and set at rest apprehensions regarding the fate of that station and its studios. "We're out of the worst of it," he said, "but we are still clearing anything and everything for flood, rescue, relief bulletins and news."

WLW's main studios in the main plant of the Crosley Radio Corp. on Arlington St., Mr. Hedges said, were not glutted by fire; it was a Crosley warehouse across the street that was destroyed by the fire on Jan. 24 and that was the subject of so many news pictures published throughout the country. In fact, the Crosley plant itself escaped the fire entirely, and, being on fairly high ground, could so easily be approached on one side that WLW the night of Jan. 26 used the studios to key the 42-piece *Armco Band* program on regular schedule to the NBC network. Production in the radio factory will probably be resumed within two weeks, said Mr. Hedges.

Nevertheless, both WLW and its sister station WSAI were continuing to use their downtown studios on the first floor of the Union Central Life Bldg. on Third St., the lower part of which marked the upper limit of the flood's encroachment upon downtown Cincinnati. Mr. Hedges asserted he has been able to walk from the Hotel Netherland Plaza on Fifth St. to the Union Central building.

WLW decided shortly after the danger point had passed that it was good psychology to maintain operations on as nearly normal a scale as possible, and carried many regular network and local programs — except when the Red Cross, the Army engineers and other officials wanted bulletins sent out, in which case everything else was faded out. Fearful of rumor, the station staff was instructed to check each news report to avoid any semblance of hysteria.

The spirit of the tired and haggard staff, said Mr. Hedges, was remarkable, and the station was constantly getting congratulatory messages for its flood work. For the Red Cross, up to midnight Jan. 27, WLW's appeals for relief funds resulted in receipt of $23,000 in cash with pledges bringing that sum to $80,000.

"Nothing is sacred with us except emergency Red Cross and official bulletins and authentic news," Mr. Hedges said. "We have cooperated in every way and will continue to do so. We have sent our mobile units to Louisville to help WHAS and WAVE, for that city was hit even harder than we were. We have been told that our careful handling of the situation contributed very largely to the lack of panic and hysteria evident here throughout the crisis. All our boys need now is a little rest."

Having been on a 24-hour schedule from the beginning of the crisis, WLW signed off at 4 a. m. Jan. 27, and at 2 a. m., Jan. 28

Stations Scrap Schedules for Flood Work

Haggard Staffmen Ignore Own Peril

(*Continued from page 9*)

California to New York was relaying the WHAS-WSM transmissions, and the major networks were carrying them also, either regularly or periodically. It was estimated at this writing that between 100 and 200 stations were in this vast "wireless hookup" from time to time.

FCC Stands Watch

SINCE Jan. 21, when the flood danger became imminent, the FCC was beseiged with messages from stations within the flood area asking for special emergency authority to operate in most instances around the clock, the pleas coming mainly from the Ohio, Kentucky and West Virginia areas. Under Rule 23 of the FCC rules and regulations, stations are authorized in emergencies to operate full time or to change their operating schedules without express authority but with the provision that they notify Washington as promptly as possible of the changes.

Then the FCC, under Chief Engineer T. A. M. Craven, set up a continuous 24-hour watch for clearance of emergency flood traffic, coordinating this work with Army, Navy, Red Cross and Coast Guard headquarters in Washington. Ignoring customary engineering inhibitions, and eliminating usual red tape, the FCC authorized power increases, full time operation for limited time stations, and 24-hour operation practically wherever requested. Similarly, stations were authorized to operate overtime on emergency relief appeals and for show benefits for the Red Cross.

While every branch of radio jumped into the breach with an alacrity that won universal praise, the catastrophe gave rise to thought about permanent organization in the future of an emergency coordinated radio network. Serious thought to such a project may develop after the present crisis is past. Suggestions of that nature have been advanced before, and recur whenever a national disaster develops.

From available sources, BROADCASTING has been unable to learn of any casualties among radio men, nor was it certain which stations were forced off the air. It was first reported, then refuted, that WGRC, New Albany, Ind., across the Ohio from Louisville, was put out of commission in the early stages of the flood. First reports also were that WPAD, Paducah, Ky., operated by Pierce Lackey, was demolished in the flood that forced that whole community to evacuate, but a United Press dispatch on Jan. 27 reported that WPAD was still on the air doing rescue work and that W9CXD, amateur station operated by Gus Meyers, was feeding it by telephone and shortwave —the two little stations and their staffs being practically the only living things left in the community.

Efforts to get word through from WGBF-WEOA, Evansville, Ind., were fruitless, nor had BROADCASTING heard from WSAZ, Huntington, W. Va., after Jan. 25 when it had been heard in Washington, but reports at the FCC on Jan. 27 said they were believed to be still on the air and that WCSH, Charleston, W. Va., was feeding the Huntington station, whose building was flooded and whose staff was marooned in an upper story. WPAR, Parkersburg, W. Va., stayed on the air, but its Marietta, O. studios were entirely washed out.

These reports are amplified by the direct reports, some of them received earlier in the week and not supplemented by any later data due to the curtailing lines of communications, so that actually very little is known at this writing, beyond what can be picked up off the air, of how the stations and their staffs are today faring.

As this is written, NBC and CBS were reporting that they were beginning to concentrate their shortwave mobile units farther down the Ohio and along the Mississippi from Memphis downward in anticipation of the further floods predicted and the increasing need for speedy radio communication. How long the emergency would exist and where disaster would strike next could not be predicted with exactness, but radio stood willing to do its part—and more and more radiomen were being rushed to key points.

Louisville's Holacust

ONLY meager early accounts could be obtained from Louisville as that city was swept by the flood waters, but dispatches received from the stations there indicated the terrific strain the radio men must have been under until the power supply failed near midnight of Jan. 23 and forced both of the city's stations off the air. WHAS carried on through an improvised wire setup connecting it with WSM, Nashville, which cleared all of its programs for the WHAS broadcasts and kept WSM on the air 24 hours a day. WAVE went out of commission at 11:37 p. m. (CST) Jan. 24, but on Jan. 26 was able to go back on the air with a generator supplying power which had been sent by NBC by plane from Chicago. WAVE also maintained a line to WLW for its emergency broadcasts.

TELEPHONE MIKE — Pete Monroe (right) and Foster Brooks, of WHAS, Louisville, sending flood bulletins from Lock 41 at the head of the Louisville and Portland Canal.

A Jan. 23 wired report to BROADCASTING from WHAS told how its full staff was immediately mustered for emergency duty under the direction of Barry Bingham, publisher of the *Louisville Courier-Journal*, operator of the station, Credo Harris, manager, and Lee Coulson, commercial manager. Later it was learned that the newspaper had suspended publication and that all efforts were concentrated upon WHAS.

Clad in boots and slickers, staff announcers of WHAS issued warnings to endangered neighborhoods as the waters first began to rise. For several days the announcers waded through the swirling waters or went by rowboat to various points during the heavy downpour that later turned into a blizzard-like snowstorm. Mayor Neville Miller's emergency committee used Manager Harris' office as headquarters, while Mr. Harris' desk became the clearing house for announcements.

Thousands of telephone calls, reporting distress cases, volunteering transportation and offering shelter poured through the switchboard of the radio station and the newspapers. The staffs of the newspaper promotion department and subscribers' service bureau helped to prepare announcements based on telephone appeals and offers.

The most spectacular innovation along the steadily rising shore line was the service offered through three advertising soundtrucks. Receiving sets were installed in these trucks tuned to WHAS and hooked up to their amplifying apparatus. In this manner appeals for persons marooned in buildings could be addressed directly to rescue workers in boats. Addresses could be heard accurately a mile or more over the water and the crews were saved much precious time. The sound trucks cruised continually along the shore line throughout the submerged and seriously stricken west end of Louisville.

Appeals for Help

A CONTINUITY staff of 15 turned out announcements in the main studios, part of them weeding out unnecessary verbiage in hastily written announcements. For instance announcements could be doubled in a given time when such statements as "three women, a man and two children are surrounded by flood waters in a house at 912 Fehr Ave., water is coming in the front door" were sliced to "six persons are marooned at 912 Fehr Ave. . . . The address again . . . 912 Fehr Ave."

Appeals for help were made to Versailles and Lexington on behalf of families that could be reached only from the east of Frankfort. A shortwave amateur operator left Louisville for Carrollton, where he was arranging to communicate facts to WHAS regarding conditions in that flood-isolated community. In this manner Kentucky and Southern Indiana communities, whatever their problem, were the recipients of timely aid. The Carrollton warning came from WHIO, Dayton, which stood by for flood relief from the outset.

WHAS-WAVE On Duty

WHAS announcers who handled telephone transmitters on both the Kentucky and Indiana sides of the river were Joe Eaton, program director; Pete Monroe, chief announcer; Foster Brooks, Hugh Sutton and Joe Wheeler. Coordinating the manifold operations were Mr. Harris, Mr. Coulson, Mr. Eaton, Dolly Dean, Dudley Musson, James Sheehy and Helen Mitchell. Emmett Graft directed engineering operations.

Across the river from Louisville, WGRC, a new 100-watter recently established at New Albany, Ind., was first reported washed out in the early stages of the flood, and then came word it was still carrying on from its transmitter located at McCullough Pike near Silver Creek.

The flood forced the entire staff of WAVE to make its home in the Brown Hotel, several members, including Manager Nate Lord, having no other place to go since their houses were reported marooned or washed away. [See story on page 73]. George Norton, owner of the station, was cut off at home from the main part of the

(*Continued on page 68*)

CROSLEY PLANT GUTTED—Firemen shown fighting the fire at warehouse of Crosley Radio Corp. Jan. 24. Fire forced staff of WLW-WSAI to establish headquarters downtown, though studios in main factory building were saved. Eyewitness account of fire, which was broadcast to nation as flames licked the studios, appears on page 68 in this issue.

Hearing by FCC Is Requested On Proposed Big Station Shift

KVOO, WWVA, WOWO Join in Petition; Nockels Raps 1020 Kc. Channel for WCFL

AS THE first phase of a possible six-station shift involving duplicated operation on three clear channels in accordance with projected FCC allocation changes, which also would open the way for a full-time clear-channel assignment for WCFL, Chicago labor station, a petition was prepared Jan. 28 for presentation to the FCC Broadcast Division in behalf of KVOO, Tulsa, WWVA, Wheeling, and WOWO, Fort Wayne, part-time clear-channel stations.

Asking for a prompt hearing before the Broadcast Division, the petition was to be filed along with applications from the stations whereby WWVA and KVOO would double up on the 1140 kc. channel; WOWO would operate full time on 1160 kc., and WAPI, Birmingham, would operate simultaneously with KYW, Philadelphia, on the 1020 kc. clear channel, with a directional antenna. The original plan [BROADCASTING, Jan. 15] contemplated operation on 1160 by WOWO and KEX, Portland, Ore., thus leaving the 1180 kc. channel for KOB, Albuquerque, and WAPI.

It was learned, however, that KEX, operated by the *Portland Oregonian* under lease from NBC, had not yet consented to the plan. KOB, owned by T. M. Pepperday, publisher of the *Albuquerque Journal* and the Rocky Mountain manager of Scripps-Howard Newspapers, likewise had not given consent. The third station—WAPI—is owned by three Alabama colleges, but its present commercial leasehold expires Aug. 1, and will be taken over Aug. 1 by a syndicate headed by Ed Norton, Birmingham business man and principal owner of WMBR, Jacksonville, Fla.

WCFL States Its Case

IN THE case of WAPI, while there are evidences that the station will seek the full time that might be possible through duplicated operation, the fact that the new leasees will not be qualified for several months, it was understood, rendered impossible its inclusion by consent in the agreement. The tri-station petition, however, asked that WAPI be joined in the proceedings on the projected hearings.

Exclusive announcement in the Jan. 15 issue of BROADCASTING of the projected plan, together with the disclosure that the project embraced an offer of full-time operation on the 1020 kc. clear channel for WCFL, owned by the Chicago Federation of Labor, brought from E. N. Nockels, general manager of WCFL, a detailed letter in which he related reasons why his station could not accept the 1020 kc. channel, but insisted upon clearing of the 970 kc. channel upon which it now operates. KYW, Philadelphia, owned by Westinghouse, had offered to relinquish the 1020 kc. wave to WCFL, and shift to the latter's position on 970 kc., upon which KJR, Seattle, operates with 5,000 watts.

Mr. Nockels, on behalf of his organization, had tentatively rejected consideration of the 1020 kc. channel, even if approved by the FCC. Last word was that there was under consideration another shift, under which KDKA, Pittsburgh, also owned by Westinghouse, would move from the 980 kc. clear channel to 990 kc., now used by WBZ and WBZA, Westinghouse stations in Boston and Springfield, which would then move to 980. This would provide clearance on the 970 kc. clear channel for WCFL. Under such a shift, KJR would move from 970 to 980 kc., operating simultaneously with the Massachusetts stations.

The three-station petition, submitted by Horace L. Lohnes, as counsel for KVOO, WWVA and WOWO, was viewed as the initial phase of the projected realignment, to conform with contemplated plans for the FCC to reduce the number of clear channels from 40 to possibly 25—the latter figure having been recommended in the Craven-Ring preliminary engineering report now pending [BROADCASTING, Jan. 15]. It was based upon testimony adduced at the October allocation hearings to the effect that part-time clear channel station operation is not only uneconomic, but also does not serve public interest since there is no continuity of service to listeners. As planned, the station duplications would fall into the "Class B" category recommended in the Craven-Ring report.

In keeping with the suggestions and recommendations made at the Oct. 5 conference, the stations said they had agreed upon a plan of full-time operation for themselves which they believe is in accordance with sound engineering practice and is economically and socially desirable, and they urged that WAPI at Birmingham, Ala., be also authorized to operate full time. The applications bore the signatures of George B. Storer for WWVA; Ralph Kelly, vice-president of Westinghouse, for WOWO, and William B. Way, for KVOO.

No mention was made in the petition regarding full-time operation, with 50,000 watts, for WCFL, since this did not fall into the considerations thus far reached. On behalf of Westinghouse, it has been stated that it proffered the 1020 kc. assignment for WCFL, voluntarily in compensation for the projected increase in assignment from part-time to full-time for WOWO. While under the applications as filed, WOWO is specified for a "Class A" or clear-channel assignment on 1160 with full time, it was indicated that this was set forth only because KEX had not yet assented to the plan, and that it still envisaged duplicated operation of the Fort Wayne and Portland stations on it.

The petition brought out that the plan contemplates use of directive antenna arrays to minimize interference between the stations involved. The stations would use present powers—25,000 watts for KVOO, 10,000 for WOWO, and 5,000 each for WWVA and WAPI. It explained that the former three stations had approved the complete plan. Submitted also were polar diagrams showing antenna specifications and field strength patterns.

Monopoly Charges

IN HIS detailed letter to BROADCASTING, Mr. Nockels hit at the "trusts and monopolies" which he charges exist in radio, and then outlined the case of Labor for a clear channel. He gave a number of reasons why WCFL could not accept the 1020 kc. assignment. He also flung a few darts at the manner in which the proposal was reached. He wrote:

"The trusts and monopolies—big business in general—the broadcasting chains and particularly the trus t-controlled newspapers and magazines of this country must have experienced a rude awakening upon reading a front-page story appearing in the Jan. 15 issue of BROADCASTING, which is recognized as the official publication of the organized broadcasting industry, announcing that one of the first tangible outgrowths of the projected reallocation plans being worked out under the direction of the FCC was a proposal to assign WCFL—The Voice of Labor—to a national cleared channel on 1020 kc.

"While this does not mean that

(*Continued on page 75*)

Program From Sky

FLYING to New York to attend the Grand Central Aviation Show, from which they broadcast on Jan. 28, 29 and Feb. 1, the cast of *Flying Time*, NBC's aviation serial, broadcast their program on Jan. 27 from the cabin of the new Skylounge Mainliner of the United Air Lines. C. L. Menser, NBC central division production manager, accompanied the cast and supervised the broadcast, which was sent by shortwave to Chicago and rebroadcast over regular network facilities.

Craven-Ring Report Widely Acclaimed; Danger of Too Many Stations Is Noted

GENERALLY favorable reactions to the Craven-Ring allocations report submitted to the FCC Broadcast Division last month, have been indicated within industry quarters, except for the provision which would make possible licensing of upwards of 500 new stations.

While the Broadcast Division itself has not yet considered the ponderous document (published in full text as a supplement to the Jan. 15 issue of BROADCASTING) there have been comments from various station groups. By and large the reaction is that the report is consistent with good engineering. However, danger of undue competition in the industry through the possible indiscriminate licensing of large numbers of stations has aroused considerable misgiving. The attitude seems to be one of watchful waiting, particularly since the report is in the nature of a preliminary recommendation to the Broadcast Division members and does not represent in itself an allocations project.

Supplemental Data to Come

DURING the Oct. 5 hearings emphasis was laid upon the desirability of improving the status of existing daytime, limited time and local stations before allotting any new assignments in the broadcast band to new stations. The general view was that towns which do not now have stations and which are not in the primary service areas of competitive stations but which do have sufficient population and economic resources to support outlets should be those first considered for new assignments but only after existing stations were taken care of. Informally, it has been stated at the FCC that there was no intention of "crowding in" new stations in areas already adequately served.

The Broadcast Division itself probably will not give consideration to the report until Chief Engineer T. A. M. Craven submits to it supplemental data dealing with economic and social considerations. Indications have been that this report will relate to the proposed setting up within the FCC of an economics unit which would gather data on all applications for new or additional broadcasting facilities to be considered by the division along with legal and engineering reports.

Dr. Herman S. Hettinger, assistant professor of marketing of the University of Pennsylvania, has been retained by the FCC to analyze the data submitted at the epochal Oct. 5 allocation hearings for Commander Craven. Taken down with an attack of influenza, Dr. Hettinger has been unable to complete his task within the time expected and as a consequence it is now indicated that Commander Craven's report, which will be based upon the Hettinger analysis, will be delayed somewhat.

In the preliminary engineering report, Commander Craven and A. D. Ring, assistant chief engineer, suggested to the Broadcast Division that it delay consideration until such time as the economic data was supplied. Several allocation factors suggested by the engineers were based upon economic considerations, notably the licensing of clear channel stations for power of more than 500,000 watts. In this instance, the engineers held that while power in excess of 50,000 is feasible technically, the economic and social considerations transcend in importance the purely engineering phase.

How much opposition will develop to the report in its entirety remains to be seen. The report itself did not specify particular channels which would be classified in the proposed new arrangement of six separate classes of stations. The engineering executives pointed out, however, that they were prepared to recommend specific channels in these groups whenever the Broadcast Division desired them.

The best information now available is that it will be well on into the spring before the Broadcast Division gets down to actual drafting of proposed new regulations dealing with revised allocations.

TONY CABOOCH JOINS WHO TALENT STAFF

WHO has added another big-time radio personality to its program service.

Tony Cabooch, nationally-famed as the original "one-man-show," is the latest network star to join the Des Moines talent staff. During the past year, WHO has added the popular "Gene & Glenn," the musical "Songfellows" and now that expert dialectician "Tony Cabooch."

Tony has been featured on networks and eastern stations by such advertisers as Anheuser-Busch, Storrs-Scheafer and Camel. Since January 18, he has been broadcasting over WHO exclusively.

Radio men, familiar with his fourteen-year record in broadcasting, recognize Tony as a real audience-builder—a feature that adds one more to the long list of reasons why WHO has earned an important place in the daily lives of Iowans and their neighbors, and an equally important place in any advertising plan designed to cover this profitable market.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

Midwest Regional To Succeed ABC Network Proposed

Executives of Stations Meet As Affiliated Leaves Air

PLANS to organize a midwestern regional network of independent stations to replace the Affiliated Broadcasting Co., which suspended operations Jan. 21, just nine months and three days after its inaugural broadcast last April, were discussed Jan. 26 at a meeting of executives of stations formerly affiliated with the ABC chain held in the offices of Lloyd Thomas, manager of WROK, in Rockford, Ill. The meeting was called by Herbert Mann, general manager of WRJN, Racine, and was attended by officials of 12 stations located in Wisconsin, Illinois and Indiana.

While no definite proposals were made at this meeting, all the broadcasters agreed that a regional network of independent stations is both necessary and logical and pledged themselves to work towards the establishment of such a chain. ABC was not officially mentioned at the meeting, and the consensus was that if a new network is formed it will probably include several stations which were not affiliated with ABC.

The Final Program

THE ACTUAL shut-down of the network's operations, which had been momentarily predicted for months, occurred at 11 p. m., Jan. 21, when the network normally signed off for the day. A few minutes after this hour telegrams were sent to all member stations informing them that program service was being temporarily discontinued while plans for a reorganization were being made. On Jan. 22 the employes at the network's Chicago headquarters assembled as usual and were told only that for the present no programs would be sent out. Saturday morning, however, they found a notice on the bulletin board telling them that they need not report on Monday, but to leave their addresses and telephone numbers so that they could be recalled after the reorganization had been consummated.

Back of the shut-down is a long history of financial difficulties. Promoted by Ota Gygi, who had succeeded in interesting Samuel Insull in his plan for a regional network centered in Chicago, the network was founded with insufficient capital, and at the end of 60 days operations Mr. Insull, who was president and general manager, was forced to ask the board for more money to continue operations. The money was raised, but accusations of inefficient management led to dissension among the board members, who took from Mr. Gygi the title of vice-president and transferred it to T. E. Quisenberry, board member and successful financial operator.

As the summer progressed and sales of advertising time did not develop as rapidly as had been hoped, this dissension increased, and in September Mr. Insull resigned as president and the active management was placed in the hands of Clarence Leich, director of WEOA-WGBF, Evansville, Ind., who inaugurated a regime of strict economy, eliminating a large percentage of the network's employes and curtailing its services.

During the fall political business enabled the chain to continue without any major friction, but following the election its income again fell off and the week before Christmas the payroll was again slashed and the hours of program service cut in half. A series of meetings with the managers of member stations resulted in an arrangement whereby each member station was to contribute a part of the network's expense money, but some stations were delinquent and most of them dissatisfied. At a final meeting, held Jan. 18, stations were told that they would have to contribute if the chain was to continue and Jan. 21 was set as the deadline. When that day brought remittances from only a very few operations were suspended.

Meanwhile, letters had been sent to member stations by James W. Rogers, financial secretary of Mrs. Ruth Hannah McCormick Simms, who is publisher of the *Rockford* (Ill.) *Register-Republic* and *Star*, and a stockholder in WROK, Rockford, affiliate of ABC, requesting 30-day options on the stations' contracts with the network in the event of such suspension.

At present ABC's headquarters are manned by a secretary, Mr. Quisenberry and Mr. Gygi, who refuse to comment on the situation other than to state that plans for a reorganization are being considered. Mr. Leich is in New York, having left Chicago the afternoon before the network ceased operation, "to attend to some personal business", he said.

Blackett-Sample-Hummert Takes Lead In Network Business Placed in 1936

BLACKETT - SAMPLE - HUMMERT Inc. returned to first place in 1936 in the amount of business placed with major networks, recovering the lead with billings of $6,212,348 after having run second to J. Walter Thompson Co. in 1935, which company dropped to third place last year. (Comparison of agency rankings for 1935 and 1936 include only NBC and CBS. Ranking of the first 20 agencies in 1936, however, includes MBS.)

Lord & Thomas took second place in 1936 placements, advancing from fourth place in 1935. Its 1936 billings were $5,624,406. Close behind was J. Walter Thompson Co. with $5,148,557. N. W. Ayer & Son ranked fourth with $3,276,155 while BBDO followed with $2,740,444 and Benton & Bowles was next with $2,419,182.

Million Dollar Sponsors

LEADING sponsors on NBC networks in 1935 were Procter & Gamble Co., with $2,731,130; Standard Brands Inc., with $2,273,783; Sterling Products Inc., with $1,621,051; General Foods Corp., with $1,491,945; Miles Laboratories Inc., with $1,270.724.

CBS did not reveal its sponsor placements for the 1936. Mutual network announced its leading sponsors as follows: Gordon Baking Co., $184,356; Wander Co., $139,953; Health Products Corp., $106,249; Wasey Products Inc., $99,055; General Mills Inc., $88,321; Lehn & Fink, $84,521; Macfadden Publications Inc., $70,608; Fels & Co., $66,213; Grove Laboratories Inc., $63,128; Household Finance Corp., $61,324; Mennen Co., $60,737; Gruen Watch Makers Guild, $59,897; Crown Overall Mfg. Co., $51,605; Department Stores, $47,738; Sterling Products Inc., $45,488. The Mutual billings do not include Ford Motor Co., SSS Co. and political parties.

Agencies placing largest gross billings with networks during 1936 follow:

	CBS	NBC	MBS	TOTAL
1. Blackett-Sample-Hummert	$1,963,086	$4,048,579	$200,683	$6,212,348
2. Lord & Thomas	1,080,908	4,492,370	51,128	5,624,406
3. J. Walter Thompson Co.	997,181	4,151,376	.....	5,148,557
4. N. W. Ayer & Son	1,822,945	1,453,210	.....	3,276,155
5. BBDO	2,360,292	356,527	23,625	2,740,444
6. Benton & Bowles	1,562,135	857,047	.....	2,419,182
7. Young & Rubicam	499,300	1,745,184	89,655	2,334,034
8. Blackman Adv.	.....	2,018,344	.....	2,018,344
9. Stack-Goble	568,427	933,251	106,140	1,607,818
10. Erwin, Wasey	410,673	1,057,286	123,716	1,591,675
11. Ruthrauff & Ryan	1,192,704	45,222	72,252	1,310,178
12. F. Wallis Armstrong Co.	1,256,154	.....	.....	1,256,154
13. Wade Adv. Agency	.....	1,220,132	.....	1,220,132
14. Newell-Emmett Co.	1,095,810	93,616	5,279	1,194,705
15. Wm. Esty & Co.	1,047,534	.....	118,589	1,166,123
16. Roche, Williams & Cunnyngham	263,717	774,866	23,257	1,071,840
17. Campbell-Ewald Co.	97,355	756,924	.....	854,279
18. Lennen & Mitchell	249,515	532,628	61,668	843,711
19. Hutchins Adv. Co.	745,022	.....	.....	745,020
20. Paris & Peart	566,060	172,592	.....	738,652

WCSH, Charleston, W. Va. Will Join CBS Feb. 14

WCSH, Charleston, W. Va., on Feb. 14 joins CBS under a three-year contract signed Jan. 26 by John A. Kennedy, West Virginia publisher and owner of the station. The contract, negotiated with Herbert V. Akerberg, CBS station relations vice-president, is for three years with an option to renew for two additional years. WCSH will join the CBS Dixie Group and the quoted network rate is $150 per hour. The station operates on 580 kc. with 500 watts night and 1,000 watts until local sunset.

Mr. Kennedy is publisher of the *Clarksburg Exponent* and also has an option to purchase WPAR, Parkersburg, pending before the FCC. He is now building a new 100-watt station in Clarksburg to be operated in conjunction with his newspaper, with the call WBLK. The three stations later will be formed into a West Virginia network.

Davidson to Mathes

JOHN DAVIDSON, formerly network time buyer for Young & Rubicam Inc., New York, and at one time with Ruthrauff & Ryan Inc., in the same city, has been appointed radio director of J. M. Mathes Inc., New York.

WHEN - WPHR, Petersburg, Va., is shortly moved into Richmond to be operated by the *Richmond News-Leader*, as recently authorized by the FCC, it will change its call letters to WRNL.

Joint Radio-Newspaper Ownership Is Forbidden In Bill Sent to House

A BILL to prohibit newspaper ownership or operation of broadcasting stations was introduced Jan. 28 by Rep. Otha D. Wearin (D-Ia.) and referred to the House Interstate & Foreign Commerce Committee. The Congressman said he expected hearings.

The measure would amend the Communications Act by adding a new provision "to prohibit unified and monopolistic control of broadcasting facilities and printed publications". The section would declare it to be "against the public interest to permit the creation or the continuance of monopoly in the distribution of general information, news and editorial comment thereon, through any combination resulting in unified control of newspapers, magazines or other printed publication, with radio broadcasting."

All inclusive in content, the bill states that after its effective date, it would be unlawful for any licensee to any extent, directly or indirectly, in its own person or through an agent, holding corporation, affiliated corporation, subsidiary corporation, by stock ownership in a corporation, or otherwise, to be owned, partially owned, managed or controlled by any person who owns, partially owns, manages, controls, directs or publishes any newspaper, magazine or other printed publication circulated or distributed to any extent "within the area or zone served by the broadcasting station allotted to such licensee."

It would be unlawful for a similarly described individual or corporation to own or partially own any newspaper or magazine, provided that the prohibition would not apply or be enforced against any licensee until the termination of the existing license "but shall apply and be enforced against such present licensee immediately upon termination and without any extension of the existing term of such licensee."

Philip Morris Series

PHILIP MORRIS & Co. Ltd., New York (cigarettes) will start its second national network program Feb. 13 on 51 CBS stations Saturdays, 8:30-9 p. m., with a repeat at 11:30 p. m., using Russ Morgan and his orchestra; Johnny Roventini), Phil Duey, bartone; the Swing Four and others. Charles Martin, radio director of Biow Co., New York, will present a series of thrill sketches. Philip Morris will also feature the Russ Morgan orchestra on its NBC Tuesday night program beginning Feb. 16, replacing Leo Reisman.

New Fendrich Series

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigars), has started a spot campaign, using a transcribed serial *The Golden Dragon*, based on the real adventures of Charles Denby when he was American ambassador to China. The program, which will be broadcast once a week for 15 minutes in the evening on WOWO, WSM, WMC, WNAX, WMAQ, KFAB, KMOX, WCCO, WEBC, WHO, WLEU and KCMC, was recorded in the Chicago studios of Columbia Phonograph Co., and is placed by McJunkin Adv. Co., Chicago.

"....and WLS begat KOY"

BOOK OF RADIO, *Chapter 2, Verse 1.*

WLS happily presents

"The Arizona Kid" KOY

New from head to toe—new sombrero, new chaps, new spurs and a new riata—ready to go to work.

New equipment to work with too—a new "shooter" and all the gadgets—new modern studios, new speech input equipment, new transmitter and a new vertical radiator.

And on March 1st, "re-newed newness"—KOY becomes the Arizona outlet of the Columbia Broadcasting System and adds a complete United Press news service.

PHOENIX, third city in retail sales per capita, now for the first time to be completely covered for national radio advertisers cooperating with KTAR, our NBC associate in the field.

WLS

THE PRAIRIE FARMER STATION
50,000 Watts 870 Kilocycles
CHICAGO

BURRIDGE D. BUTLER, *Pres.* GLENN SNYDER, *Mgr.*

KOY

PHOENIX
ARIZONA

The Voice of Arizona
1,000 WATTS DAY—500 NIGHT
1390 KILOCYCLES

BURRIDGE D. BUTLER
Chairman

★

EARL NIELSEN
Manager

KOB, Albuquerque New NBC Optional

WBOW, Terre Haute, WGBF Also Join as Optionals

KOB, Albuquerque, N. M. was signed Jan. 28 by NBC as an optional outlet. To be fed out of Phoenix, where KTAR is the NBC outlet, the station is expected to join the network within a few weeks when telephone lines are available. It is the third station signed by NBC within the last week and it brings the total number of stations under contract with its networks to 116.

WBOW, Terre Haute, and WGBF, Evansville, Ind. on Feb. 1 joined NBC as optional outlets on either the Red or Blue networks. The rate for the Indiana stations as well as that for KOB will be $120 per hour. Keith Kiggins of the NBC station relations department negotiated the contract with T. M. Pepperday, publisher of the *Albuquerque Journal* and the Rocky Mountain manager of Scripps-Howard newspapers. It is expected that an effort will be made by the station to procure full time as part of the proposed plan for duplication on several clear channels. The station operates on 1180 kc. with 10,000 watts.

WGBF was established in 1923 and is owned by Evansville On the Air, Inc. and managed by Clarence Leich. It operates on 630 kc. with 500 watts power sharing time. WBOW operates on 1310 kc. with 250 watts day and 100 watts night and is managed by William Behrman. Both stations have been independents in the past.

Larus Adds Spots

LARUS BROS. Co., Richmond, Va. (Edgeworth tobacco) on Jan. 20 added four more stations (KFPY, KGIR, WGY, WDRC) to its half-hour WBS transcription series, which now includes 26 stations. Marschalk & Pratt Inc., New York, has the account.

Gulf May Use Spots

JACK LATHAM, Young & Rubicam Inc., New York, radio time buyer, left Jan. 29 for a trip through the South in preparation for a possible spot campaign for Gulf Refining Co.

Macfadden Series

MACFADDEN PUBLICATIONS Inc., New York (*Liberty* magazine) on Jan. 27 began a series of four-weekly, five-minute UP news report resumes on WABC, New York, buying the news direct from UP. Erwin, Wasey & Co., New York, placed the account.

WKBN Names F & P

APPOINTMENT of Free & Peters Inc., as exclusive national representatives of WKBN, Youngstown, Ohio, Columbia network affiliate, was announced Jan. 26. WKBN is associated with WHK and WJAY, Cleveland, and WHKC, Columbus, all of which are owned by the *Cleveland Plain Dealer* organization which owns a 40% interest in the Youngstown station. The other three stations also are represented by Free & Peters.

Associated Basketball

ASSOCIATED OIL Co. of California, San Francisco, a big sponsor of Pacific Coast football games, when the gridiron season ended undertook sponsorship of 80 intercollegiate basketball games on the coast, according to Harold R. Deal, advertising and sales promotional manager. He stated that this season's schedule is the most comprehensive ever presented by Associated. Major games of the season, which got under way Dec. 21, are being carried over KEHE, Los Angeles; KLX, Oakland; KYA, San Francisco; KQW, San Jose; KALE, Portland; KORE, Eugene; KIRO, Seattle, and KHQ, Spokane. Sportcasters include Frank Bull, Los Angeles; Doug Montell and Ernie Smith, San Francisco bay district; Stanley Church and Mert Falts, Oregon; Leo Lassen, Seattle, and John Carpenter, Spokane. Commercials are designed to support Associated's independent dealers and to keep to the fore its "Smiling Associated Service" slogan.

REP. CELLER (D-N.Y.) has announced his intention of introducing shortly a bill for the creation of a high-power shortwave broadcasting station in Washington. He made his announcement last month in a broadcast over CBS but has not yet drafted the bill.

Duart Cosmetics in East With Spot Radio Series

DUART SALES Co. Ltd., San Francisco (creme of milk facial cream, lipstick and permanent waves), is expanding its distribution eastward using radio as its major advertising medium.

Cosmetic manufacturer now has *John Nesbitt* on eight NBC-Pacific Coast stations (KPO, KFI, KGW, KOMO, KHQ, KFBK, KMJ, KWG), Sundays, 4:45-5 p. m. (PST). Program is known as *The Passing Parade* and is signed up until July 26. On Feb. 1 a repeat program will be started over four NBC-Red network stations (KOA, KDYL, WMAQ, WOW) Mondays, 4:45-5 p. m. (PST) with KYW to be added on March 1. Supplementing this series another period using same talent will be taken Feb. 2 on eight NBC-Red stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, WMAQ, WOW) Tuesdays, 4:45-5 p. m. (PST). WEAF and KYW will be added to this network on March 2. The delay in adding the Eastern stations is presumably due to distribution problems to be solved in this territory. The series starting Feb. 1 is signed for 25 weeks, program starting a day later signed for 52 weeks. Howard E. Williams, San Francisco, is agency.

TRICKLED DOWN THEIR WHISKERS

That's What Shoo-Fly Pie (Plenty of Goo) Did in Pennsylvania Dutch Region--A Radio Success Story

EDITOR BROADCASTING:

Just a short success story of radio advertising to let you know that it helps the small one-party firm as well as the big companies.

Mrs. Gingrich

Being caught in the wave of depression as many others, I had a problem: My husband had lost financially through business transactions. No job was available. There were plenty getting and needing relief in Lebanon, Pa., where we lived in the spring of 1932. But the Gingrich family did not want relief. There were seven children in the city schools. Two boys in high school, one to graduate, and whose hopes were high and jobs low.

He wanted to help the budget. But how?

Knowing his mother had made many delicious pastries that had pleased many guests, he asked her to make several kinds of pies and cakes. He himself wanted to sell them, on the door-to-door plan. He bought a large white basket, and with ambition started out. He took orders and received many. One order was for the old-fashioned Shoo Fly pie (with plenty of goo).

Whisker Trickles

SO I made several extra. It happened, a tourist going through the city bought one. I was very surprised a week later, when several large cars stopped at my home for Shoo Fly pies.

Then the phone was to be answered many times: "Just heard your Shoo Fly pies advertised on the radio. Have any extra".

I said, "I'll be glad to get more ready, have them in an hour, the boy will deliver, address please."

Then I got the Ha Ha's.

"We are calling from Harrisburg. Have 15 ready till 4:30 tomorrow."

I was all excited, and began to inquire. It all was the radio's fault, our success. The first Shoo Fly I later learned was for one person in charge of a Pennsylvania Dutch program on WCOD [now WKBO] on his way to Harrisburg —and told a joke about the old-fashioned Shoo Fly pie that really had plenty of goo that trickled down old Hiram's whiskers, etc., and then told where they could be bought. "But," he added, "if you want the modern molasses cake, traveling under the name Shoo Fly, you better order it. The kind I ate was the kind my grandmother made in the 60's."

Well, it was a radio success, for in one year it kept the family all busy, and happy till better days again came around. Stores were supplied, books were kept and the budget met.

Mrs. A. KREITZ GINGRICH
74 Wall St.
Binghamton, N. Y.

NBC Personnel Head

DWIGHT G. WALLACE has been appointed NBC personnel director in New York, succeeding Col. C. W. Fitch, who has taken over the managership of the program department. Mr. Wallace comes from the executive housing division of the WPA and prior to that was a member of the executive department of the Century of Progress Exposition where he and Col. Fitch were colleagues of Lenox R. Lohr.

Stations Granted For Three Cities

Corpus Christi, Tex., Ashtabula, And La Junta, Col. Grants

THREE new stations, two locals and one regional, were authorized by the FCC Broadcast Division at its Jan. 27 meeting, all of them to small communities and two of them having newspaper owners.

Sustaining Examiner Hill, the Commission authorized the Gulf Coast Broadcasting Co., Corpus Christi, Tex., to erect a 250-watt night and 500-watt daytime station on 1330 kc. in that community. W. G. Kinsolving, publisher of the *Corpus Christi Call-Times*, heads the company and holds 10% of its stock. Holding 45% each are Houston Harte, publisher of San Angelo, Tex., and M. B. Hanks, publisher of Abilene, Tex. Mr. Harte and Mr. Hanks also have interests in KRBC, Abilene; KPLT, Paris; KGKL, San Angelo; KBST, Big Spring. Mr. Kinsolving also has an interest in KGFI, Corpus Christi.

C. A. Rowley, of Ashtabula, O., was authorized to erect a 250-watt daytime station on 940 kc., the Commission sustaining Examiner Bramhall. Mr. Rowley is publisher of the *Ashtabula Star-Beacon*.

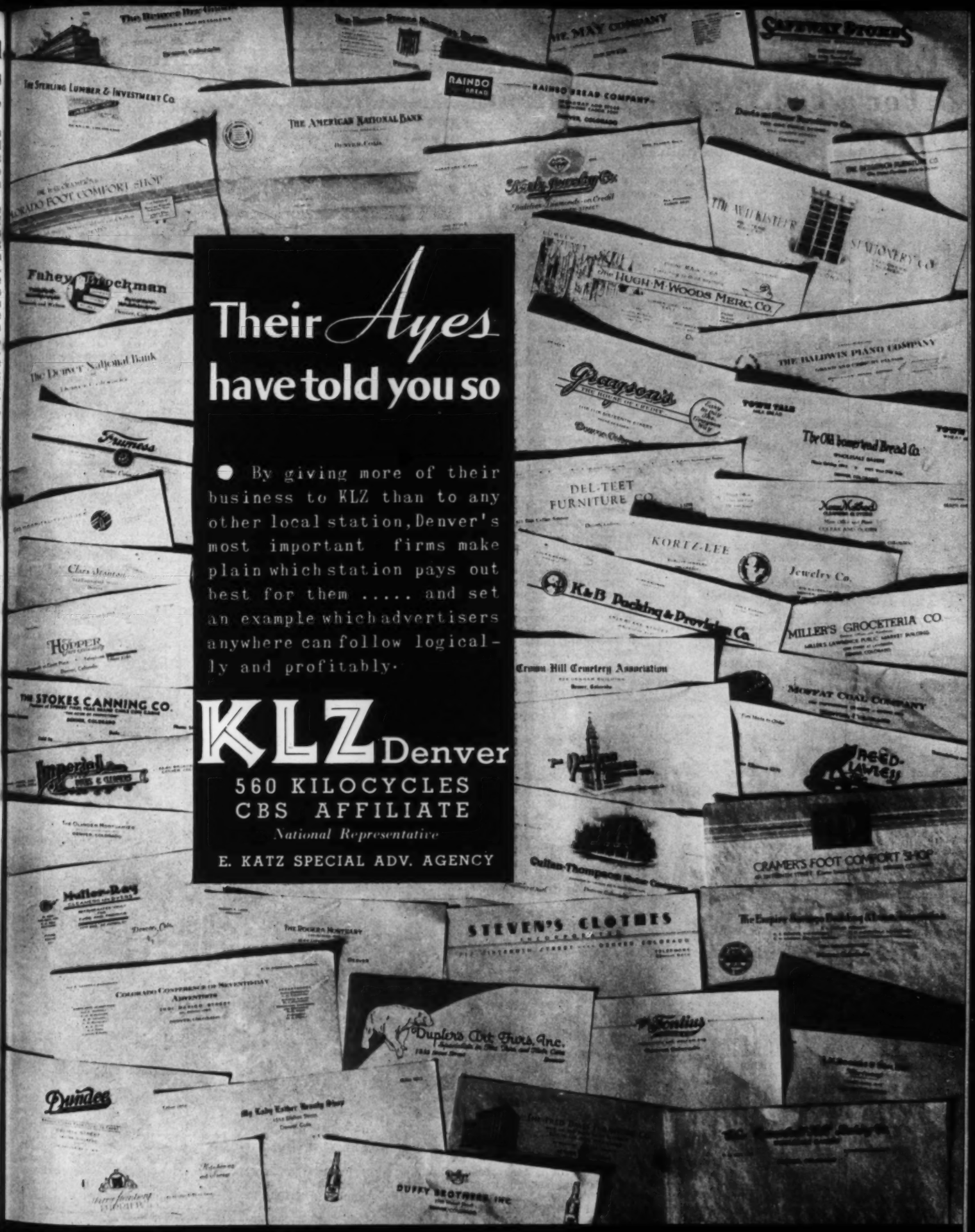
The Southwest Broadcasting Co., La Junta, Colo., was authorized to erect a 100-watt station on 1370 kc. in La Junta. Oscar Samuel is president of the corporation, with 10 shares of stock; Leonard E. Wilson is secretary-treasurer, with 120 shares, and Charlie Miller owns the remaining 70 shares. The company formerly owned and operated KICA, Clovis, N. M., and now operates KIDW, Lamar, Col., under lease. Mr. Wilson is owner and operator of KGIW, Alamosa, Col., and will be general manager of the new station.

Sustaining Examiner Seward, the Commission dismissed the application for a renewal of license of the 15-watt KFPM, Greenville, Tex., which has been off the air for a year or more, and also dismissed the application of Dave Ablowich, its former owner, to transfer the license to the Voice of Greenville.

Golden Gate Exposition Promoted by Owl Drug

THE FIRST series of sponsored network broadcasts connected with the Golden Gate International Exposition on San Francisco Bay in NBC Pacific Red Network under 1939, will begin Feb. 7 over the sponsorship of the Owl Drug Co. It is a weekly series titled *Treasure Island* to be broadcast from 8:15 to 8:30 p. m.

The series will point the way towards cooperation by the 11 Western states in promoting tourist travel during 1939. By releasing late news on major developments in the progress of the coming World's Fair, the Owl stores will become identified in the minds of the listeners as the "Voice of the Exposition". Commercial credits will be brief with sponsor identification as the important point. Exploiting or merchandising of the program will be handled through window displays, counter giveaways, and other outside advertising. The account was placed through Advertising Agency.


Their Ayes have told you so
● By giving more of their business to KLZ than to any other local station, Denver's most important firms make plain which station pays out best for them ..... and set an example which advertisers anywhere can follow logically and profitably.
KLZ Denver
560 KILOCYCLES
CBS AFFILIATE
National Representative
E. KATZ SPECIAL ADV. AGENCY
Affiliated in Management with WKY and the Oklahoma Publishing Company

XUM

Opposition Grows to Proposal For a Federal Reorganization

Functions of FCC and Many Other Agencies Viewed By Some as Unsuited to Political Supervision

MOUNTING opposition to absorption of certain independent agencies, including the FCC, by government departments under the President's revolutionary government reorganization plan, has been detected since introduction of the project last month by the Chief Executive. While legislative opinion has not yet crystallized to the point where anything more than inferences can be drawn, it is apparent that there will be considerable opposition to the abolition of such agencies as the ICC, FCC, Federal Trade Commission and possibly the Securities & Exchange Commission.

The viewpoint seems to be that these agencies are entrusted with function which cannot properly be performed by an administrative group within one of the government departments. Under the President's plan, formulated by his committee on administrative management, the administrative functions of the FCC, along with those of the ICC, would be entrusted to the Commerce Department, with the FCC itself to sit as a quasi-judicial appellate agency. [BROADCASTING, Jan. 15 special supplement].

Railroads to Oppose

ALREADY there have been indications that the railroads will vigorously step out in opposition to subordination of the ICC to one of the government departments. It is pointed out for example that regulation of railroads originally was in one of the government departments but that the ICC was created at the turn of the century because of the inadequacy of the departmental administration. A similar set of facts hold in the case of the FCC, successor of the Federal Radio Commission, which was created in 1927 as a temporary agency because Department of Commerce regulation was inadequate. The Radio Commission was continued on a temporary basis until 1930, at which time it was made permanent, because it was felt that the job had grown too large for a branch of the Commerce Department.

In the case of the Trade Commission, it is pointed out by opponents of the plan to have it incorporated in the Commerce Department, that its functions have become increasingly important. Moreover, it is known that many members of Congress are extremely jealous of the Trade Commission operations and will oppose staunchly any move to have it subordinated in stature as a mere branch of the Commerce Department. The greatest opposition appears to be on the ground that more politics will seep into administration of such entities as transportation and communications and business generally if a government department, headed by a political appointee, is given full administrative control.

The fact that Joseph B. Eastman, ICC member and transportation coordinator, has stepped forward in opposition to absorption of the ICC by a government department also is viewed with importance by administrative leaders. Mr. Eastman is one of the President's closest advisors on transportation matters and his views will carry weight.

Meanwhile, the legislative machinery was being set up for a thorough going investigation of the administration plan as submitted by the Committee on Administrative Management. Pursuant to House Joint Resolution 81, offered Jan. 6 by Rep. Buchanan (D-Tex.), Speaker Bankhead on Jan. 22 announced the appointment of seven House members to serve on the Joint Congressional Committee on Government Organization. The membership comprises Buchanan, chairman, Warren, North Carolina, Vinson, Kentucky, Robinson, Utah, Cochran, Missouri, Democrats, and Taber, New York, and Gifford, Massachusetts, Republicans.

The Senate Rules Committee, Jan. 27, reported the resolution favorably also. It voted, however, to increase membership from seven to nine, to make possible designation of seven Democrats, two Republicans, and one independent. It also amended it so that all reorganization measures would be referred to the Joint Committee rather than regular Committees. Senate approval was expected promptly, after which the amended measure goes to the House.

Under the resolution, the joint committee would be empowered to investigate the organization and activities of the departments, independent establishments, bureaus, boards, commissions, divisions, services, offices and other agencies of the executive branch of the government "with the view to determining whether, in the interest of simplification, efficiency, or economy or in order to eliminate conflict or overlapping activities, any of such organizations or units should be coordinated or consolidated with any other organization or unit, reorganized or absorbed or the personnel thereof reduced."

NOVICE MIKEMEN
Amateurs Read Commercials In KANS Contests

KANS, Wichita, Kan., has launched an amateur announcers contest in which advertising messages are read by competing novices. The series, broadcast 7:05-7:30 Thursday evenings, presents five performers, each of which reads commercials for the participating sponsors, who donate prizes to the winner.

In a short time more than 80 men had applied for places on the program and the station is deluged with requests from women to start a similar contest for feminine announcers.

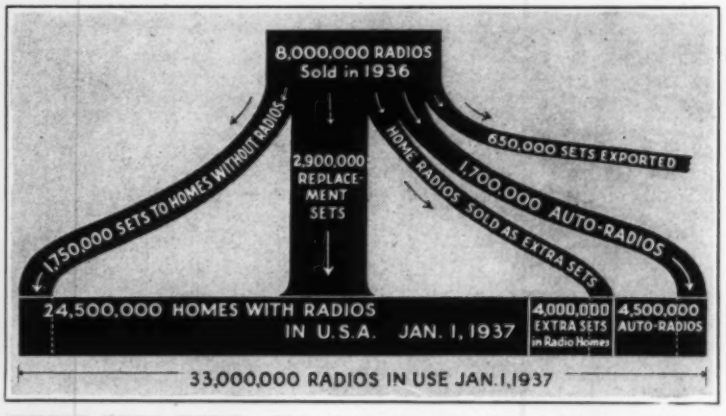
KOY, in Phoenix, Ariz., Affiliating With CBS; Studio, Plant Improved

KOY, Phoenix, Ariz., on March 1 joins CBS as a unit of its West Coast segment, fed from Los Angeles, under a contract consummated Jan. 22 by Burridge D. Butler, principal owner of the station, and head of WLS, Chicago, and Glenn Snyder, WLS manager, with Herbert V. Akerberg, CBS station relations vice president.

Culminating several weeks of intermittent negotiations, the affiliation developed largely as a result of the change in ownership of KOY. The station was purchased in September for approximately $50,000 from the Neilson Radio & Sporting Goods Co. by a group headed by Mr. Butler.

Mr. Butler announced that approximately $50,000 additional is being spent for new transmitter and studio facilities, to be completed in advance of the CBS affiliation. Negotiations also were in progress to affiliate with Mutual Broadcasting System, as a segment of the Don Lee network. Mr. Butler further announced that United Press leased wire radio report has been ordered and will begin shortly out of Los Angeles.

New studios, designed by Johns-Manville, a 285-foot Blaw-Knox vertical radiator, and a 1,000 watt Collins transmitter and speech input equipment are being installed, according to Mr. Butler, as well as RCA microphones.


8,000,000 RADIOS Sold in 1936
1,750,000 SETS TO HOMES WITHOUT RADIOS
2,900,000 REPLACEMENT SETS
650,000 SETS EXPORTED
1,700,000 AUTO-RADIOS
HOME RADIOS SOLD AS EXTRA SETS
24,500,000 HOMES WITH RADIOS IN U.S.A. JAN. 1, 1937
4,000,000 EXTRA SETS in Radio Homes
4,500,000 AUTO-RADIOS
33,000,000 RADIOS IN USE JAN. 1, 1937

WHERE THEY WENT — This chart, reproduced by courtesy of *Radio Today*, shows where the 8,000,000 radio receivers sold in 1936 went. Of the 5,650,000 home radios, 1,750,000 went into "new radio homes." The 3,900,000 sets sold to homes already having radios included at least 1,000,000 purchased as second or extra sets, bringing the total of such extra sets to 4,000,000. Auto-radios sold in 1936 numbered 1,700,000, bringing the total to 4,500,000. Exports ran 650,000. *Radio Today* estimates the grand total of radios in use Jan. 1, 1937, at 33,000,000.

Total Radio Homes Put at 24,500,000

Auto and Extra Sets Bring the Total Beyond 33,000,000

ESTIMATING that 24,500,000 of the 31,471,000 homes in the United States are now equipped with radios, and that 4,000,000 of these homes have second or extra sets in use, the trade journal *Radio Today*, edited by Dr. O. H. Caldwell, former Federal Radio Commissioner, adds an estimated 4,500,000 auto radios to this to bring the total "radio set population" in the United States to 33,000,000 as of Jan. 1, 1937.

The magazine compares this figure to 18,000,000 families owning autos, 11,500,000 homes with telephones, and 21,800,000 homes having electricity to show how large radio now bulks in the American economy. During 1936, it estimates, the public spent $440,000,000 for 8,000,000 new radios; $150,000,000 for electricity, batteries, etc. to operate its radios; $31,000,000 for 46,000,000 replacement tubes; $45,000,000 for parts and supplies, and $75,000,000 for set servicing. It adds this to an estimated volume of $114,000,000 by broadcasting stations and networks and $36,000,000 for program talent to bring the nation's total radio bill for last year to $891,000,000.

The radio set distribution by states as of Jan. 1, 1937, is estimated by *Radio Today* as follows:

Alabama	276,000
Arizona	66,900
Arkansas	200,500
California	1,503,000
Colorado	221,700
Connecticut	399,300
Delaware	50,500
District of Columbia	134,000
Florida	250,000
Georgia	358,000
Idaho	81,200
Illinois	1,792,000
Indiana	660,000
Iowa	538,000
Kansas	372,500
Kentucky	335,500
Louisiana	278,000
Maine	176,000
Maryland	342,200
Massachusetts	1,015,000
Michigan	1,004,000
Minnesota	574,000
Mississippi	178,000
Missouri	758,000
Montana	98,200
Nebraska	285,700
Nevada	23,200
New Hampshire	106,900
New Jersey	960,000
New Mexico	51,700
New York	3,213,000
North Carolina	365,500
North Dakota	107,500
Ohio	1,493,000
Oklahoma	358,400
Oregon	232,000
Pennsylvania	2,083,000
Rhode Island	160,700
South Carolina	186,500
South Dakota	114,500
Tennessee	352,000
Texas	922,000
Utah	91,000
Vermont	77,500
Virginia	361,000
Washington	371,700
West Virginia	257,000
Wisconsin	617,000
Wyoming	47,800
United States Total	24,500,000

Peruna Expands

CONSOLIDATED Drug Trade Products Inc., Chicago (Kolor-Bak, Peruna), has added a daily-except-Sunday half-hour program broadcast from 6:15-6:45 a. m. to the afternoon hour it sponsors each weekday on WBBM, Chicago, and has started an hour broadcast each weekday on KFI, Los Angeles. Both programs are of the hillbilly variety. Agency: Benson & Dall Inc., Chicago.

WKY has the MOST of everything for advertisers in Oklahoma!

Coverage

Listeners

Results

WKY · OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

Affiliated with THE DAILY OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN

Representative E. Katz Special Advertising Agency

Something New In Radio

Or, a Different Answer to an Old Question

An advertiser's first question is usually "WHAT IS YOUR PRIMARY COVERAGE AREA?"

WHAT'S THE ANSWER?

Heretofore, the nearest approach to a scientific answer has been a field intensity survey — but it has been the *OLD* type of field intensity survey which shows *ONLY* the area within which a radio station delivers an arbitrarily chosen number of millivolts.

IS THIS AN ANSWER?

No, because it shows only where a particular station *CAN* be listened to — by listeners who particularly want to listen to that particular station.

Such a survey does *NOT* show the signal strength of competitive program services.

(For example — we have seen maps which show Philadelphia within the coverage area of a New York station, just because that station delivers so many microvolts in Philadelphia. Our reaction to such a map has always been the well-known "So what?" We still don't believe that Philadelphia is in the primary coverage area of ANY New York station, when perhaps a dozen closer stations are all delivering stronger signals to Philadelphia listeners—and probably also many of the same programs.

And we have seen Toledo put within the coverage areas of both a Detroit and a Cleveland station, both of which are on the same network — and we don't believe that Toledo can be in the primary coverage area of BOTH of those stations.)

WE HAVE A DIFFERENT ANSWER!

We figure that our primary coverage area is *ONLY* that area within which listeners receive our programs with greater signal strength than that with which they receive programs from other points!

WE BELIEVE THAT COMPETITION EXISTS IN RADIO.

Of course listeners don't just listen to the strongest signal available. But we recognize that outside of the immediate area next to our home city, there is an area in which we come into competition for listeners with stations in other cities. At any given time those stations may have an audience within our area, and we may have an audience in theirs. But we have an *ADVANTAGE* in competing for listeners with them where our signals are stronger than their signals — and vice versa.

(For example — Pendleton, Oregon, is quite a way from Spokane — in fact it is closer to Portland, Oregon, than it is to Spokane. But as long as we are delivering radio programs to Pendleton with greater signal strength than ANY station in Portland, or in Seattle or in Tacoma or Boise or Salt Lake —we figure that Pendleton is in OUR primary coverage area.

On the other hand, Ellensburg, Washington, is about as far from Spokane as is Pendleton — and Ellensburg listeners also CAN listen to KFPY programs with good quality of reception. But—at least one station, in Tacoma, is giving Ellensburg listeners a stronger signal than we are. So — we DON'T put Ellensburg in our primary area.)

HAVE WE THE RIGHT ANSWER?

We engaged Edwards and Martin, radio engineers specializing in field intensity measurements, to take this *NEW* type of coverage survey for KFPY.

We asked Edwards and Martin to determine the area within which the signals from our new five kilowatt transmitting plant are stronger than *ANY* and *ALL* signals from *ANY* and *ALL* regional or clear channel stations in other cities.

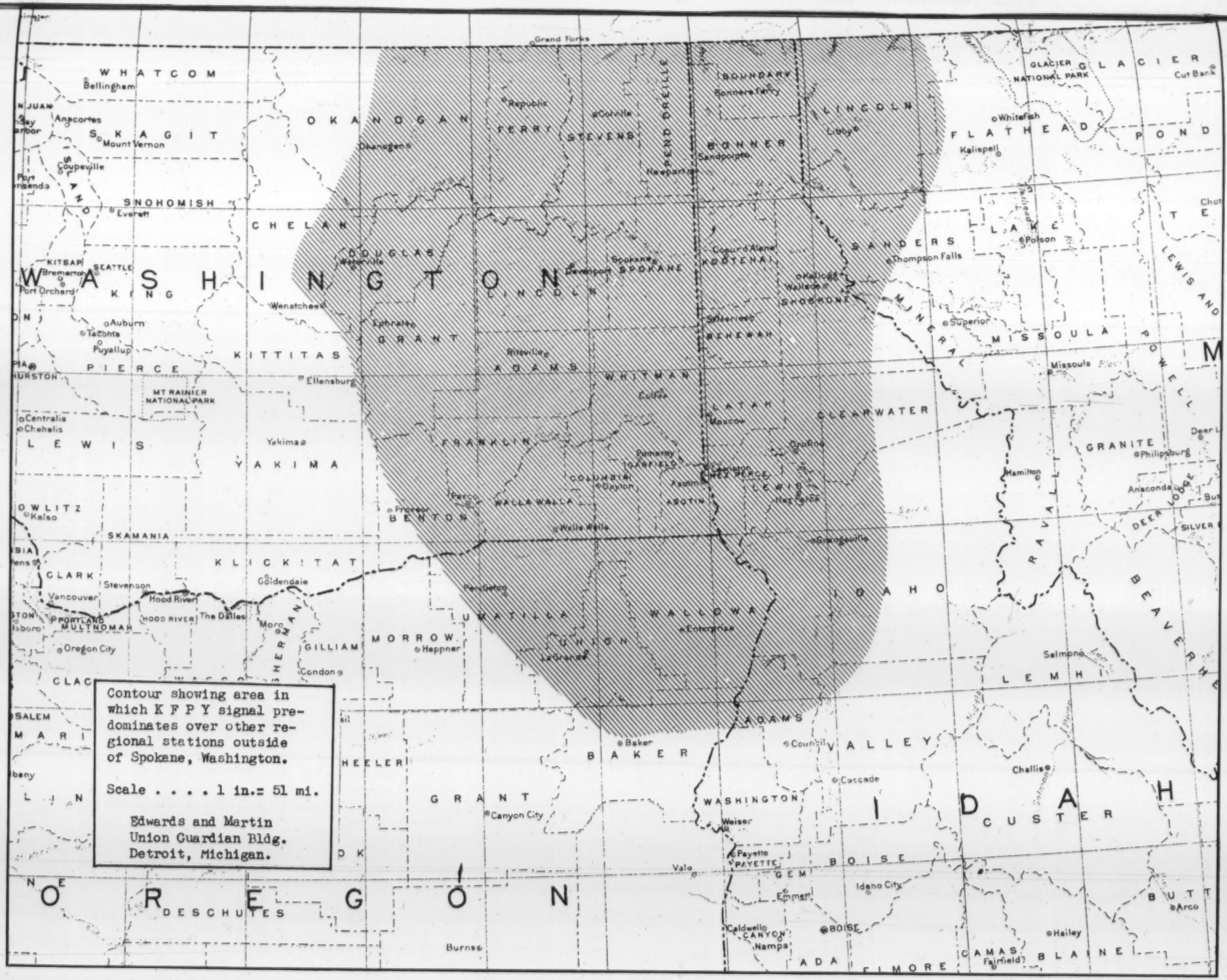
THE ACCOMPANYING MAP SHOWS THIS AREA.

(Note: Within this area are three local stations, at Wenatchee, Walla Walla and Lewiston. These locals of course offer audience competition in these towns. Their signals were not, however, taken into consideration in this survey. And — we also have our Spokane competition. That, however, is a different colored horse, and belongs in a POPULARITY study, and not in a survey of primary areas.)

We Offer This Survey as the First Correct Answer by Any Station to the Question "What is Your Primary Coverage Area?"

KFPY

SPOKANE • WASHINGTON


WASHINGTON
OREGON
IDAHO
WHATCOM
SKAGIT
SNOHOMISH
CHELAN
DOUGLAS
OKANOGAN
FERRY
STEVENS
PEND OREILLE
BOUNDARY
PEND OREILLE
LINCOLN
FLATHEAD
GLACIER NATIONAL PARK
SANDERS
LAKE
KOOTENAI
BONNER
SHOSHONE
KITSAP
KING
PIERCE
KITTITAS
GRANT
ADAMS
LINCOLN
SPOKANE
WHITMAN
LATAH
CLEARWATER
MINERAL
MISSOULA
LEWIS AND CLARK
POWELL
GRANITE
RAVALLI
BEAVERHEAD
DEER LODGE
SILVER
BUTTE
LEMHI
CUSTER
BLAINE
CAMAS
GEM
BOISE
PAYETTE
WASHINGTON
ADAMS
VALLEY
BAKER
GRANT
HARNEY
MALHEUR
OWYHEE
CANYON
ADA
ELMORE
DESCHUTES
CROOK
JEFFERSON
WHEELER
GILLIAM
MORROW
UMATILLA
WALLOWA
UNION
BENTON
FRANKLIN
COLUMBIA
WALLA WALLA
KLICKITAT
SKAMANIA
CLARK
MULTNOMAH
HOOD RIVER
WASCO
SHERMAN
YAKIMA
LEWIS
THURSTON
MASON
OKANOGAN
JUAN
Grand Forks
Republic
Colville
Okanogan
Newport
Sandpoint
Libby
Whitefish
Kalispell
Cut Bank
Coupeville
Anacortes
Mount Vernon
Bellingham
Everett
Wenatchee
Ephrata
Waterville
Coeur d'Alene
Spokane
Davenport
Wallace
Kellogg
Thompson Falls
Polson
Superior
Missoula
Seattle
Bremerton
Port Orchard
Auburn
Tacoma
Puyallup
Ellensburg
Ritzville
Colfax
Moscow
Pomeroy
Dayton
Asotin
Clarkston
Lewiston
Orofino
Philipsburg
Hamilton
Anaconda
Centralia
Chehalis
Yakima
Kelso
Walla Walla
Pendleton
Goldendale
Stevenson
Hood River
The Dalles
Vancouver
Portland
Oregon City
Condon
Heppner
Moro
Enterprise
La Grande
Grangeville
Salmon
Challis
Cascade
Council
Baker
Weiser
Canyon City
Payette
Vale
Idaho City
Emmett
Caldwell
Nampa
Boise
Burns
Hailey
Arco
Fairfield
Mt Rainier National Park
Contour showing area in which K F P Y signal predominates over other regional stations outside of Spokane, Washington.
Scale . . . . 1 in.= 51 mi.
Edwards and Martin
Union Guardian Bldg.
Detroit, Michigan.

Connery Proposal For Investigation of Nets in Committee

No Indication of Early Action On Measure Is Apparent

AIMED particularly at alleged network domination of radio, the Connery resolution (HRes-61) introduced by Rep. Connery (D-Mass.) last month is still pending before the House Rules Committee. Considerable pressure for reporting out of the resolution, which would bring about the first investigation of radio in several years, is being exerted.

Rep. Connery himself is confident that the Rules Committee will report the resolution favorably to the House.

Chairman O'Connor, of the House Rules Committee, declared Jan. 27 that the Connery Resolution "undoubtedly will be favorably reported" by the committee. He did not predict when, however, and it was generally believed that several weeks might elapse before consideration. There were indications also that the resolution would be amended to restrict it in scope, and possibly confine it to an investigation of the networks.

Rep. Connery has been one of the outspoken opponents or alleged "profane, obscene and indecent" broadcasts over one of the networks and last session spoke repeatedly on the floor about an allegedly lascivious Mexican broadcast over the NBC Blue Network. He also interested himself in the WLWL-WOV controversy in New York, making claims that the radio station broadcast in Italian certain allegedly indecent programs. After investigation by the FCC, however, these programs were held to be not improper.

Aims at Networks

MR. CONNERY last session insisted upon an investigation of the FCC but the indications thus far have been that his new resolution would go deeply into network operations rather than regulation of broadcasting generally.

The Connery resolution would set up a committee of seven members of the House appointed by the speaker which would be authorized to inquire into and investigate "the allegations and charges that have been or may be made relative to irregularities in or pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio and radio broadcasting." The Committee would be authorized to hold hearings and take testimony under oaths, subpena witnesses and otherwise conduct itself as an investigating body. Mr. Connery has expressed the hope that he would become chairman of the Committee as authorized by the House. The resolution follows in full text:

Whereas the Congress in creating the Federal Radio Commission, and in enacting the Communications Act of 1934, expressly reserved to the people of the United States control of all radio frequencies, and

Whereas, despite this restriction through the leasing of, the purchase of, the affiliating of, the operation of, or, through the possession of contracts giving to a select few the exclusive right to use the more desirable time of these radio-broadcasting stations, there is reason to believe that contrary to the intent and the spirit, as well as the language of laws in force, a monopoly exists in radio broadcasting, which radio-broadcasting monopoly is believed to be profiting illegally at the expense and to the detriment of the people through the monopolistic control and operation of all clear-channel and other highly desirable radio-broadcasting stations; and

Whereas certain types of radio programs which have been broadcasted are allegedly indecent and contrary to the intent, the spirit, and the language of laws in force; and

Whereas it is believed that neither public interest, convenience, or necessity is served by permitting a virtual radio-broadcasting monopoly to control this property which has been reserved to the control of the American people; and

Whereas it is contrary to public policy, convenience, or necessity to allow any private groups to traffic in a property reserved to and for the people: Therefore be it

Resolved, That a committee of seven Members of the House of Representatives shall be appointed by the Speaker, which committee is hereby authorized and directed to inquire into and investigate the allegations and charges that have been or may be made relative to irregularities in or pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio and radio broadcasting; be it further

Resolved, That the said committee shall make a thorough and exhaustive investigation of all allegations and charges that have been or may be made in connection with or pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio and radio broadcasting, and shall report in whole or in part at any time to the House of Representatives, together with such recommendations as it deems advisable; and be it further

Resolved, That for the purpose of this resolution the said committee is authorized to hold such hearings, to sit and act during the sessions and the recesses of the present Congress at such time and places, either in the District of Columbia or elsewhere, and to employ such expert, clerical, and stenographic services as may be found necessary and to require by subpena or otherwise the attendance of witnesses; to administer oaths; to compel the production of books, papers, and documents by Government or private agencies; and to take and record such testimony as the committee may deem advisable or necessary to the proper conduct of the investigation directed by this resolution.

Complete Word Pictures of Inaugural Provided Despite Weather Handicaps

MORE radio equipment and personnel than probably ever before covered a single event descended on Washington Jan. 20 to cover the inauguration of President Franklin D. Roosevelt. NBC, CBS, Mutual and Inter-City assigned large staffs to the nation's capital and the world was given a complete perspective of the important events of the day.

All the way from the top of Washington Monument to a manhole under the street, announcers and engineers sought vantage points so that every possible angle could be covered. Broadcasts began early in the morning and rain-drenched commentators braved the chilling downpour for hours, standing in the open, riding in open and covered automobiles, or sheltered in roofed bleachers.

Shortwave equipment of every known variety was pressed into service so that announcers could be on the scene whenever there was action. For weeks engineers and public events executives had been laying plans and testing their elaborate hookups, and hardly a hitch was apparent, so thoroughgoing had been their preparations.

NBC used 97 engineers and announcers who worked with more than 150 pieces of equipment mustered from New York, Chicago and Pittsburgh. Shortwave broadcasts were sent abroad from W3XAL at Bound Brook, N. J. through the facilities of RCA Communications. The NBC microwave equipment was used, Charles Lyons circulating through the crowd with a transmitter in his high hat. The set operated on 320,000,000 cycles with .2 watt power and a working range of a quarter-mile, the emanations being picked up by a shortwave receiver in the Capitol Dome.

IT RAINED — On Inauguration Day but Hugh McIlrevey, of the NBC staff, kept reasonably dry in these fittings.

Among NBC's commentators were Graham McNamee, Stanley High, Edwin C. Hill, Hendrik Willem Van Loon, John B. Kennedy, Carleton Smith, George Hicks, Felix Green (of British Broadcasting Corp.), Kurt G. Sell (of Reichs Rundfunk Gesellschaft), Max Jordan (NBC European representative). NBC broadcast in five languages during the day.

CBS set up 26 pickup points including pack transmitters and shortwave-equipped automobiles. Under the direction of Paul White, CBS public events director, the CBS staff operated from a "cue transmitter" W1OXGJ, placed atop Washington Monument. Mobile units were picked up at the Capitol dome. H. V. Kaltenborn and Boake Carter rode in shortwave automobiles. A master control point was established beneath the inauguration stand.

Special CBS broadcasts were shortwaved for British, French, Irish, Latvian, Belgian, Czecho-Slovakian and Latin American stations and W2XE, New York, and W3XAU, Philadelphia, carried the proceedings by shortwave. A visit was made to the ancestral home of the Roosevelts in Oud Vossemeer on the Isle of Tholen, in Holland.

Mutual keyed its inaugural broadcasts from WOL, which also served Inter-City, both networks providing announcers and engineers. Gabriel Heatter, ace MBS commentator, was key figure in the Mutual setup. Among those working with him were Ted Ostenkamp, Tony Wakeman, Stephen McCormick and Ralph Powers, of WOL. Jerry Danzig and Dave Driscoll, roving WOR interviewers, questioned spectators and contributed description of the events.

Mutual rebroadcast the President's inaugural address by transcription during the evening of Jan. 20, as did numerous stations. The NBC Washington repeat of the transcribed address was marred by technical flaws but was put on the air anyhow as a public service, an explanation of the poor quality of the disc preceding its performance.

Charles Stark, announcer of WMCA, New York, key station of Inter-City, headed the Inter-City announcers, aided by Frankie Basch and Martin Starr as well as WOL announcers. Richard E. Fishell, WMCA director of special events, was in charge of arrangements.

KOIL, Omaha, furnished schools with radio receivers so pupils could hear President Roosevelt's inaugural address, requesting that the schools tune the sets to KOIL. Philco dealers in Omaha furnished the radios, the *Omaha Bee-News*, which has a cooperative arrangement with KOIL, placed them and KOIL supplied the program.

Mexican Situation Faces Court Test

FCC Upheld in Early Ruling Involving Norman Baker

THE CRUSADE of the FCC against Mexican border stations purportedly using studios in this country or transcriptions made in this country and "smuggled" across the border in violation of the Communications Act will meet its first real test next spring before the Federal District Court in Laredo in the case of the government against Norman Baker, identified with XENT at Nuevo, Laredo, across the border from Laredo, Tex. and two of his employes.

Indications are the court will set a date early in April for the jury trial on indictments against Baker, E. R. Rood, and Roy Richardson, alleging violation of Section 325 of the Communications Act prohibiting the transmission of programs either by wire or transcription to stations operated in other countries without prior approval of the FCC. Indictments against the individuals were returned in April, 1936 but Baker appealed to the Federal Court in Houston on the constitutional issue involving Section 325. Federal Judge T. M. Kennerly, in an opinion on Dec. 29, overruled the demurrer, holding Section 325 and subsection B dealing specifically with the issues raised, to be valid.

In upholding the contention of the government as to validity of the section, the court brought out that the FCC is given broad powers to license and regulate interstate and foreign commerce in communications by wire and radio and that subsection B of Section 325 broadens the scope of this authority by including among other things the regulation of mechanical or physical reproduction of sound waves. The act is broadened, he said, so that communication need not be by wire and radio but may be (as alleged in the indictment) in part by phonograph record or electrical transcription transmitted or delivered, and in part by wire or radio.

Further, the court held that because a phonograph record or an electrical transcription is adopted as one of the steps in sending the message does not, in his opinion, change its character. He added he thought the law clearly covers the producing of records or transcriptions and delivery or transmission to a broadcasting station.

A PERSONAL contribution of $4,000 was added by William S. Paley, CBS president, to his firm's gift of $1,000 to New York's United Hospital Campaign last month.

KENDALL REFINING COMPANY

PRODUCERS, REFINERS AND MARKETERS
100% PURE BRADFORD GRADE PENNSYLVANIA PETROLEUM AND ITS PRODUCTS
MAIN OFFICE AND REFINERY
BRADFORD, PA.

January 21, 1937

Mr. William Fay, General Manager,
Radio Station WHAM,
Hotel Sagamore,
Rochester, N.Y.

Dear Mr. Fay:-

I am happy to be able to advise you that sport events, as so ably chronicled by your Sports Reporter, mix very well with gasoline to sales building ends. We have proved this to our satisfaction in the 1428 programs which we have sponsored over WHAM.

Sales of Kendall gasoline and Kendall, the 2000 Mile Oil in the territory covered by WHAM have shown a splendid gain since the initiation of the Kendall-sponsored Sportcast on July 1, 1932.

Of pronounced interest to us has been the reaction of dealers from points far removed from the Rochester area - dealers who reported a definite increase in requests for Kendall products from radio listeners. The motoring public in this area is definitely sports conscious and WHAM conscious, if our sales records in this area are to be believed.

May I take this occasion to thank you on behalf of Kendall and the many Kendall dealers within the coverage of WHAM, for your part in the success we have enjoyed.

Yours very truly,

KENDALL REFINING COMPANY

By J.B. Fisher

Secretary
J.B.Fisher/A

MORE MOTORISTS PER DOLLAR

1428 Sports Reviews Sell Gasoline For Kendall

The oft-repeated phrase of gasoline refiners—"More miles per gallon"—might be paraphrased by the Kendall Refining Company to "More motorist per dollar," based on the results of 1428 sports reviews under its sponsorship over Rochester's 50,000 watt station, WHAM.

Gasoline and oil sales of Kendall dealers in WHAM's trading area have shown a steady and consistent gain from the date of the first broadcast in July, 1932.

With an audience estimated at 631,200* radio families, WHAM, operating full time on full power with a clear channel, reaches more car owners than any other station in the same area.

* NBC System of Audience Measurement by "Aireas."

Owned and Operated by the
STROMBERG-CARLSON TELEPHONE MFG. CO.

Craig and Hollingbery, Inc.
250 Park Avenue, New York
307 No. Michigan Ave., Chicago

CLEAR CHANNEL
50 KILOWATTS
FULL TIME
1150 KILOCYCLES
ASSOCIATED WITH NBC

RCA Promotes Its Met Opera Series Through 350,000 Retail Dealers

TO PROMOTE interest in the current Metropolitan Opera Series Saturday afternoons on NBC-Blue network, RCA is distributing through its retail dealers 350,000 32-page booklets with NBC handing out 25,000 to all taking the Radio City tour. The booklet has a foreword by David Sarnoff, RCA president, with an intimate story of the Metropolitan by Marcia Davenport, commentator on the broadcasts, who spent her childhood backstage at the Met. She is a daughter of Alma Gluck and step-daughter of Efrem Zimbalist.

Mrs. August Belmont, chairman of the Metropolitan Opera Guild Inc., New York, has a message to opera lovers. RCA merchandises its radio receivers, records, books on music, and NBC in its pages.

Done in three colors, red, white and black, the 9 x 6 inch booklet contains numerous pictures of Metropolitan stars of the past and present, plus scenes from the more popular opera presentations. A brief history of the Metropolitan and its management is another feature of the book. A suggestion is made during the opera broadcasts that listeners visit their nearest RCA-Victor dealer and obtain a copy of the merchandising piece.

Other forms of promotion behind the broadcast are the Metropolitan Opera Guild broadcasts, Wednesday afternoons which present a preview of the music to be heard the following Saturday. The same night another program is on the air, both on NBC-Blue, which deals directly with the plot of the coming opera program. Short announcements on the Sunday *RCA Magic Key* program gives the title and leading stars' names. Spot announcements on all NBC-owned and operated stations suggest that listeners tune-in on the Metropolitan Opera series. The latest Cooperative Analysis of Broadcasting (Crossley) report gives the opera series a 12.3 rating considered a very high percentage for a daytime program.

Gillette's Songbook

GILLETTE SAFETY RAZOR Co., Boston, sponsoring the Sunday evening CBS Gillette *Community Sing*, is offering a Community Songbook to American and Canadian listeners, if they address to Boston and Montreal, respectively, an empty package of its blades. The songbook has pictures of Milton Berle, Wendall Hall, Billy Jones & Ernie Hare, Jolly, Dan Seymour, candid action shots, audience views, and over 100 songs old and new which listeners can sing in conjunction with studio audiences. Ruthrauff & Ryan Inc., New York, is the agency.

NEW weekly quarter hour titled *Sing Time* for the Fox-West Coast Theatres from KHJ, Los Angeles, to ten California stations of the Don Lee-Mutual System from the Filmarte Theatre in Hollywood, gets its audience by telling fans, over the air, to go to their neighborhood Fox-West Coast Theatre and get tickets to the sing. They are given free, and without purchase of theatre tickets.

A PROGRAM AVOIDS INFANTICIDE

Salutes and Snozzles and Things--The Story of A Radio Series That Started at Scratch

By WALDO CARLTON WRIGHT
Manager, School of Radio Technique
International Correspondence Schools
Scranton, Pa.

WHAT would you do, Mister Educator, if given two 15-minute spots each week on an independent station and a carte blanche as to program? Such an illegitimate program without the key to solution or the addresses of panaceas was dropped on my desk one August, what now seems, yars and yars ago!

Like Al Jolson's cliche—"knowing nothing (about the medium) I spoke freely," the usual human error, with some alarming, peace-disturbing and at least interesting results. Previous to the launching of the program, no one was willing to suggest what we might do, how, why, and the wherefores. All that has been changed — not by ten painless lessons but by painful bumps, false starts, retreats, and the aid of common sense. Soon everyone had an idea of why we should stop whatever it was we were doing!

Writing, delivering, and waiting for complimentary comments is one thing. Hardening your skin against unintelligent attempts of well-meaning friends to tell you even in part what is "sour" in Denmark, is a more challenging problem in human psychology. Perhaps the spirit of the first Jazook, breathing audibly outside his prehistoric cave, could whisper at this point, "You're tellin' me!"

Tricks and Trades

ANYWAY, we soon had explored the fallacies of salutes to nearby colleges who weren't particular whether we guitared them or not. Then we romped into a *Class of the Air*, a classic title, only to discover that education over the air, unless it was dressed up like Snozzle Durante on the *Ile de France* was passe with the masses of attentive stay-at-homers.

Then a friend in Hollywood, commenting on our efforts said, "I've been in the show business long enough to wise you up on keeping them amused—sugar coat your dry-as-dust facts—dramatize them." Not novel, but surely timely advice.

With life at 40-odd, my dramatic experience had picked up a few cobwebs since I paced the college boards and sawed the air in Mrs. Malaprop's living room as Sir Anthony ("Sheridan," not "Adverse"). Or more recently tried to appraise the bad empathy of *Barretts of Wimpole Street*, Lunt-Fontaine or *Petrified Forest*. It was refreshing to let George Baker and Bill Archer lead me through their pages back-stage or point out the cogs and prompt books again. The art, however you slice it, is still dramaturgy.

Soon a local cast and a capable director were working over what was probably the world's worst radio dramatic script. When I think of it, I still glance toward the nearest exit and feel the post-election embarrassment of the *Literary Digest*. The most obvious truism was the audible evidence that the script that looked best on 8½ x 11 usually came out in the living room with the least eclat. Conversational dialogue has to be pointed, written not to "mouth" but to convey thought with verve and sparkle. Characterizations have to be typed for easy classification rather than psycho-O'Neilled confusedly. Transitions have to be concise, to the point, if possible turned by a pause—by music, a ticking clock, or some such tintinnabulations rather than long-winded narrations. Too often over-writing includes tedious details the script writer should never have considered anyway, which weary the cast, drive the program director into the Spring Dance, and leave the poor unsuspecting radio audience feeling that the dial has slipped from Cavalcade to the Farmer's Home-Again "With Variations".

But out of this farrago of trial and error is emerging a mobile formula which is assuring and which we plan to test at certain points nationally by transcriptions. Quite helpful have been the resident classes worked out with seniors and juniors of a local college. Perhaps it's part of our complex to insist on teaching a thing as soon as we learn it. The class deserves credit for stimulating a clearer understanding of the problem of radio writing and provides a group which the director explores for talent.

Already we are getting requests from other creating artists for evening classes and are setting up our own recording studios to make educational transcriptions available. Thus what started off without rhyme (and *c'est vrai*, sans reason) has developed into a laboratory for creative thinking, writing and planning of dramatic radio programs.

(ICS broadcasts "The Lives of Great Men" on WGBI, Scranton, located in its building, on a test basis and plans to expand its radio campaign to support magazine and newspaper copy placed through N. W. Ayer & Son Inc. Plans for additional radio time await development of a suitable program.)

Oklahoma Journalists Are Entertained by WKY

MORE THAN 200 members of the Oklahoma Press Association were entertained Jan. 22 by WKY, Oklahoma City, at a buffet supper and special show in the new WKY studios in the Skirvin Tower, arranged by the station in cooperation with the affiliated management of the *Oklahoman* and *Times*. The event was one of the features of the three-day annual convention of the Association.

Gayle Grubb, WKY manager, had made elaborate preparations for the entertainment of the visiting newsmen, but found that the daily and weekly editors were more interested in what made the wheels go round in radio. They asked questions, studied equipment, sound effects and studio performances. Intense interest was shown in the WKY demonstration kitchen and home economics department, and in the master control room.

TYSON IS ELECTED MUHLENBERG HEAD

Dr. Tyson

DR. LEVERING TYSON, since 1930 director of the National Advisory Council on Radio Education, on Jan. 19 was elected president of Muhlenberg College, Allentown, Pa., effective about July 1 when he completes his present duties. Dr. Tyson, who is 48, has long been prominent in educational and radio affairs, having first made a study in 1929 for the American Association of Adult Education on the possibilities of radio in education.

It was out of this study that the NACRE developed, with the Rockefeller and Carnegie foundations paying for its maintenance and with Dr. Robert A. Millikan, president of the California Institute of Technology and Nobel Prize winner, as its first president. The NACRE has always supported the American system of broadcasting and has done experimental work in staging its own educational programs and issuing various studies.

Dr. Tyson in recent months, while supporting American broadcasting as against the government-controlled methods of Europe, has been sharply critical of the networks for failing to provide definite schedules for NACRE programs [BROADCASTING, Jan. 1]. Dr. Tyson is a native of Reading, Pa., a 1910 graduate of Gettysburg College and a master of arts of Columbia University. Gettysburg College in 1930 conferred an honorary degree upon him.

Kelvinator to Feature Model Home on Program

AS PART of the largest advertising campaign it has ever undertaken, Kelvinator division of the newly-organized Nash-Kelvinator Corp. will use a coast-to-coast radio program scheduled to start about April 1. Details of the program have not yet been completed. It has been settled, however, that the air waves will carry the story of the "Kelvin Home" development of the company, and its facilities for "better living at lower cost". Using the Kelvin Home as a starting point, Kelvinator this year will introduce not only a complete line of refrigeration and air conditioning apparatus, but every sort of household appliance—electric ranges, gas ranges, electric water-heaters, washing machines and ironers, plus oil burner units, oil burning boilers, gas coilers and coal stokers.

As a merchandising tieup, the radio program will feature the offer of a booklet describing the Kelvin home, with exterior and interior pictures, floor designs, appliances, etc. These books will be given away by all Kelvinator dealers. The agency in charge is the Detroit office of Geyer, Cornell & Newell Inc.

CALL letters of the new 100-watt local on 1200 kc., which the FCC recently authorized Fred A. Baxter, former mayor, to erect in Superior, Wis., will be WDSM.

Reviving a Sponsor With Burned Fingers

By HERBERT D. CAYFORD
Vice-President, Beaumont & Hohman Inc.

Pacific Greyhound Brought Back Into Radio Fold After Sad Experience and New Series Is Proving Successful

MR. CAYFORD

ONCE upon a time Pacific Greyhound Lines tried radio but no one leaped to housetops to spread any glad tidings from the ticket window. Naturally the job of getting Pacific Greyhound back into radio was a tough one, but after due persuasion another radio series was launched in a timid sort of way. Now the whole West Coast is talking about *Romance of the Highways* and it is picking up new stations at frequent intervals. Here is the agency's version of Greyhound's radio experiences.

HAVE YOU ever tried to sell radio to a client who has gone sour on that media of advertising because his previous experience had been unsatisfactory?

Well, that was our problem when we urged the Pacific Greyhound Lines Inc. to give radio another chance to prove its worth. It was a tough job, with many obstacles to buck. We didn't suggest an elaborate program; something inexpensive was our thought. Although not particularly interested, the client was willing to at least listen to our arguments. After many conferences with L. D. Jones, traffic manager, and other executives of the Pacific Greyhound Lines Inc., they finally consented to include a brief radio campaign along with other media. Late in February of 1936 that organization, very dubious, again ventured into broadcasting, on a purely experimental basis, taking a five-minute program on KFRC.

A Successful Test

IT WAS a late afternoon spot and for only a few weeks. The program consisted of a 50-word opening and closing announcement, with recorded music. Believe it or not, that program brought results. Returns were not great for such a short period, I admit, but our client was interested in the experiment and gaining courage, suggested that we continue it.

Then on March 26 we introduced a new five-minute program, *Romance of the Highways* over KFRC. The contract was for 13 weeks, and again we chose a late afternoon spot because it was an excellent hour to appeal to children as well as the housewife—the potential vacationists, the persons who would be interested in Greyhound transportation service.

The program was to be a travelogue series, so we needed a capable narrator and script writer who knew the West and radio as well. Comdr. A. W. Scott, formerly an officer in the British Navy and Royal Air Force, was brought into the picture. He had seen service in many countries, having travelled around the world 11½ times. He had the reputation of being a keen observer, able to write as well as tell about the things he saw and to unearth the unusual and extremely interesting. Comdr. Scott fitted in with what we were looking for and took over the job of creating and narrating the *Romance of the Highways* series. He has since become head of the radio department of Beaumont & Hohman in San Francisco.

Sponsor Satisfied

THE PROGRAM, with a minimum of commercial copy, was dedicated to California, its scenic beauty, historical background, fine cities and above all, its amazing fertility. The series tied in with the Pacific Greyhound Lines transportation service. It was just what the doctor ordered. In other words, see California, your state, via the Greyhound Lines. As narrator, Comdr. Scott selected a definite locale to honor each week, time being filled in by description of that community and surrounding territory. It gave dialers new and interesting information on their state. It was educational as well as entertaining. The series clicked immediately and was complimented from many sources. Although only a five-minute program, people liked it. Requests were received from Chambers of Commerce and local governing bodies that programs be dedicated to their districts.

A newspaper tiein was made with each broadcast, a small ad being inserted in the newspapers in the community being saluted. A careful check was kept, which proved to us that new listeners were being added weekly to this inexpensive five-minute program, making friends for Pacific Greyhound Lines. Our check also showed a decided increase in passenger service which we attributed to this friendly program.

Officials of the organization were pleased by this remarkable and instantaneous success and as a result added three new stations to the schedule, making in all, four broadcasters to carry Pacific Greyhound Lines' five-minute messages: KFRC, the CBS-Don Lee network outlet in San Francisco; NBC's Pacific Blue network station KGO in that city, KMJ, Fresno, and KOOS, Marshfield, Ore. Live talent was used on the San Francisco stations, but transcriptions with Comdr. Scott as the voice were made for the other two outlets.

Gaining additional courage, Greyhound was willing to experiment further in radio and on a more extensive plan, and early in October increased its program from five to 15 minutes weekly on KFRC and KMJ, continuing to use transcriptions on the latter station. Although the program was basically built along the same lines, the additional time permitted better description and musical background. Retaining its former title *Romance of the Highways*, and also continuing to salute various California districts, the elaborate program proved a phenomenal success from every conceivable angle.

Very happy with the results, Pacific Greyhound Lines decided to continue indefinitely with the series and contracted with KFRC for a 52-week period, which started Nov. 29 and on KGO for a similar quarter hour, the starting date being Dec. 6. Schedule time was changed to a Sunday morning period in both cases, bringing a new group of listeners to the program. We have also renewed on KMJ, Fresno, continuing with transcriptions on this station. Occasional spot announcement campaigns on other stations are used.

In this new *Romance of the Highways* series, Pacific Greyhound Lines has introduced an essay contest which is open to all high school students. In this contest we have the full cooperation of the school boards, civic organizations and Chambers of Commerce of the various cities and counties. As in the former series, a different community and district is saluted each week. Students are invited to write an essay describing the highlights of their home town and the surrounding district, bringing out the historical background, the commercial and agricultural pursuits, and of course, the scenic attractions.

Winning essay in each community forms the basis for scheduled broadcasts with the writer appearing in person for the broadcast. Students are offered for a 1,000 word winning essay, a free round-trip to San Francisco (accompanied by parent), by Greyhound; overnight hotel accommodations in that city; a visit to the theatre, and an opportunity to visit and inspect both the KFRC and NBS studios. Students are interviewed on the program.

Further Expansion

AN AIRCHECK is made of the program on which the student appears. It is later released over the local station nearest to the city to which the program is dedicated. The recording is then presented to the contest winner as a momento. The contest is proving a great success. Thousands of essays have been received and the number increases weekly. Commercial announcements in this new series are restricted to the end of the program. They are brief, only 50 words.

Romance of the Highways is another proof that a radio program, if well presented, can prove of exceptional value to a sponsor. To increase from an experimental one five-minute spot a week to *three* 15-minute programs a week, in seven months is a real tribute to radio, proving that it can sell the sponsor's product. So pleased is the sponsor with results that Pacific Greyhound Lines intends to add more stations to the list within the next few months, using both live talent and transcriptions.

GREYHOUND TIEIN — These spotlights are used by Pacific Greyhound to promote its *Romance of the Highways* series on the West Coast.

WJR Profits Increase

WJR, Detroit, showed a profit equal to $3.49 a share on 130,000 $5 par shares, according to the station's annual report. The figure compares with $2.50 a share in 1935. Net sales in 1936 amounted to $1,328,796 as compared with $994,132 in 1935.

RCA-NBC Testing 441-Line Images

Lohr Says Transmissions Are Being Received Clearly

ENGINEERS of RCA and NBC early in January began first tests of the new high-definition television transmitter installed atop the Empire State Bldg., New York, sending and receiving 441-line images in lieu of the former 343 lines [BROADCASTING, Nov. 15, 1936]. The new standards will conform to those recommended to the FCC by the Radio Manufacturers Association, and the decision to use 441 lines means the virtual scrapping of the 333-line equipment.

According to a statement Jan. 20 by Lenox R. Lohr, NBC president, the 441-line images scanned by the RCA (Zworykin) Iconoscope, or pickup tube, have already been transmitted from the Empire State transmitter with success, and received quite clearly by the experimental model television receivers in the homes and offices of RCA and NBC engineers and officials in and around New York City. Mr. Lohr stated:

"Pictures of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the Empire State. Another significant advance has been made in our work of television development. As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress.

"The development of television service promises to be orderly and evolutionary in character and is a tribute to the radio industry which has enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems."

New Sight-Sound Series Is Started by Don Lee

A NEW series of television broadcasts synchronizing sight and sound was started Jan. 23 by Don Lee Broadcasting System with sound broadcasts heard on combined facilities of KHJ and Mutual-Don Lee stations and synchronized sight and sound on W6XAO. First programs consist of newsreels.

The television receiver used in the Don Lee Bldg., Los Angeles, was built after six years of research by Harry R. Lubcke, Don Lee television director. The television reception is open to the public on application for reservations. Details on construction of receivers are supplied to the technically inclined.

WITH WTFI authorized to move from Athens, Ga. into Atlanta within the next few months, to change its call to WAGA, and to be operated under the direction of the *Atlanta Journal*, the *Athens Times* on Jan. 21 applied to the FCC for authority to erect a new 100-watt night and 250-watt day station on 1210 kc.

KTSA Gets Net Series From KMOX in Blizzard

WHEN the most disastrous blizzard in years isolated San Antonio, Texas, from the rest of the world on Jan. 10, disabling lines of communication between CBS and its San Antonio affiliate, KTSA, broadcast engineering ingenuity stepped into the breach. KTSA engineers rigged up an elaborate receiving antenna system which enabled them to pickup with extreme clarity KTSA-scheduled network programs through KMOX, 800 miles away. These were rebroadcast over the KTSA transmitter, which remained in good shape, from Jan. 10 until Jan. 16.

So capably was the emergency met by the KTSA engineering staff that listeners in this area were unaware of the drama behind the scenes which permitted them to listen to their favorite CBS programs. The storm paralyzed all wire service and officials of Hearst Radio in New York were unable to get telephone and telegraph communications to within a hundred mile radius of San Antonio, and station executives were unable to communicate by wire with the outside world.

FORMERLY a bitter foe of radio, the *Charlotte* (N. C.) *News & Observer*, through Carolinas Radio Inc., a corporation in which the publishing company and its chief executives are stockholders, has applied to the FCC for authority to build a 500-watt night and 1,000-watt daytime station there on 880 kc.

BABY AMPLIFIER—This tiny remote amplifier, believed to be the smallest in practical use, was designed and built by Loyd C. Sigmon, chief engineer of KCMO, Kansas City. Holding it is L. Crumbaugh, KCMO studio engineer. The amplifier measures approximately 6 x 6 x 10 inches and boasts of high-fidelity, .15% r.m.s. distortion, three microphone channels, seven acorn tubes, two being in push-pull, and A. C. or D. C. operation. It is carried in a case 17 x 11 x 11, including 200 feet of cable, headphones, power supply, three extra tubes, two W.E. 618-A microphones and one W.E. eight-ball microphone.

Four Radio and Aviation Equipment Concerns Are Consolidated by Bendix

FORMAL announcement of the formation of the Bendix Radio Corp. through absorption of four radio and aviation equipment companies, was made Jan. 21 by Vincent Bendix, automotive and aeronautical executive and head of the $60,000,000 Bendix Aviation Corp. The new organization will specialize in radio equipment for communications and navigational purposes for the aircraft industry, with particular attention to blind flying and safety in landing under adverse weather conditions. It also will operate a general radio engineering organization, however.

To be the largest concern of its kind in the world, the company will be staffed with more than 100 engineers and technicians and will have plants and laboratories in Chicago, Dayton, Washington and Oakland. Mr. Bendix will head it as president.

Companies which have been brought together to form the new organization include the Radio Research Co. of Washington, the Radio Products Co. of Dayton, O., the W. P. Hilliard Co. and Jenkins & Adair, both of Chicago. Besides Mr. Bendix, the new corporation's officers will include L. A. Hyland of the Radio Research Co. as vice-president and general manager; Roy T. Hurley, Fred Hooven and W. P. Hilliard, as vice-presidents; Walter J. Buettner, treasurer; Henry Gossner, secretary, and W. H. Houghton, comptroller. Directors are Mr. Bendix, Charles Marcus, and Messrs. Hyland, Buettner and Gossner.

It was pointed out that the Radio Research Co., located in Washington, specialized in aircraft radio equipment and laboratory instruments. Jenkins & Adair specialized in sound and public address system equipment and the Hilliard Co. manufactured radio transmitters and receivers for aircraft and ground stations, including remote control devices employed in conjunction with radio equipment.

WBNX Sponsors Serve as Arbitrators As Technicians Force Station Off Air

WBNX, New York independent, was forced off the air for nearly 24 hours Jan. 18-19 because of a strike of its technicians precipitated by the American Radio Telegraphists Assn., according to an announcement by the station Jan. 25. The matter was adjusted by arbitration during which a committee of the station's sponsors participated and as a result of which a compromise agreement was reached with resultant recognition of ARTA.

The station explained that on Jan. 18 at 3:30 p. m., ARTA, an independent union not affiliated with either A. F. of L. or CIO., presented an agreement setting forth 17 demands and claiming to represent WBNX technicians. W. C. Alcorn, general manager, was given to understand that he had 24 hours in which to study the demands, but by 7 p. m., without prior warning, the men struck and the station was forced to suspend broadcasting.

Arbitration Agreement

AN IMPARTIAL arbitration board was agreed to during the evening but before the arbitration agreement could be signed, according to WBNX, ARTA changed its demands and the negotiations thereby terminated. The following day WBNX remained off the air until 5:09 p. m. During the afternoon B. F. De Gil, one of the sponsors, suggested that he, along with other major sponsors, act as arbitrators. This was agreeable to the employes as well as the management, and an agreement was signed. Main features were:

ARTA demanded recognition as the sole representative of the technicians. The arbitration board ruled that if the company and its employes could not agree, it would continue to sit. A board was set up comprising one technician, either union or non-union, one representative of ARTA, two members of the station and three members of the arbitration board.

The demand of ARTA that technicians be furnished from their own membership was compromised with the agreement that the company at its discretion may call upon ARTA for technicians.

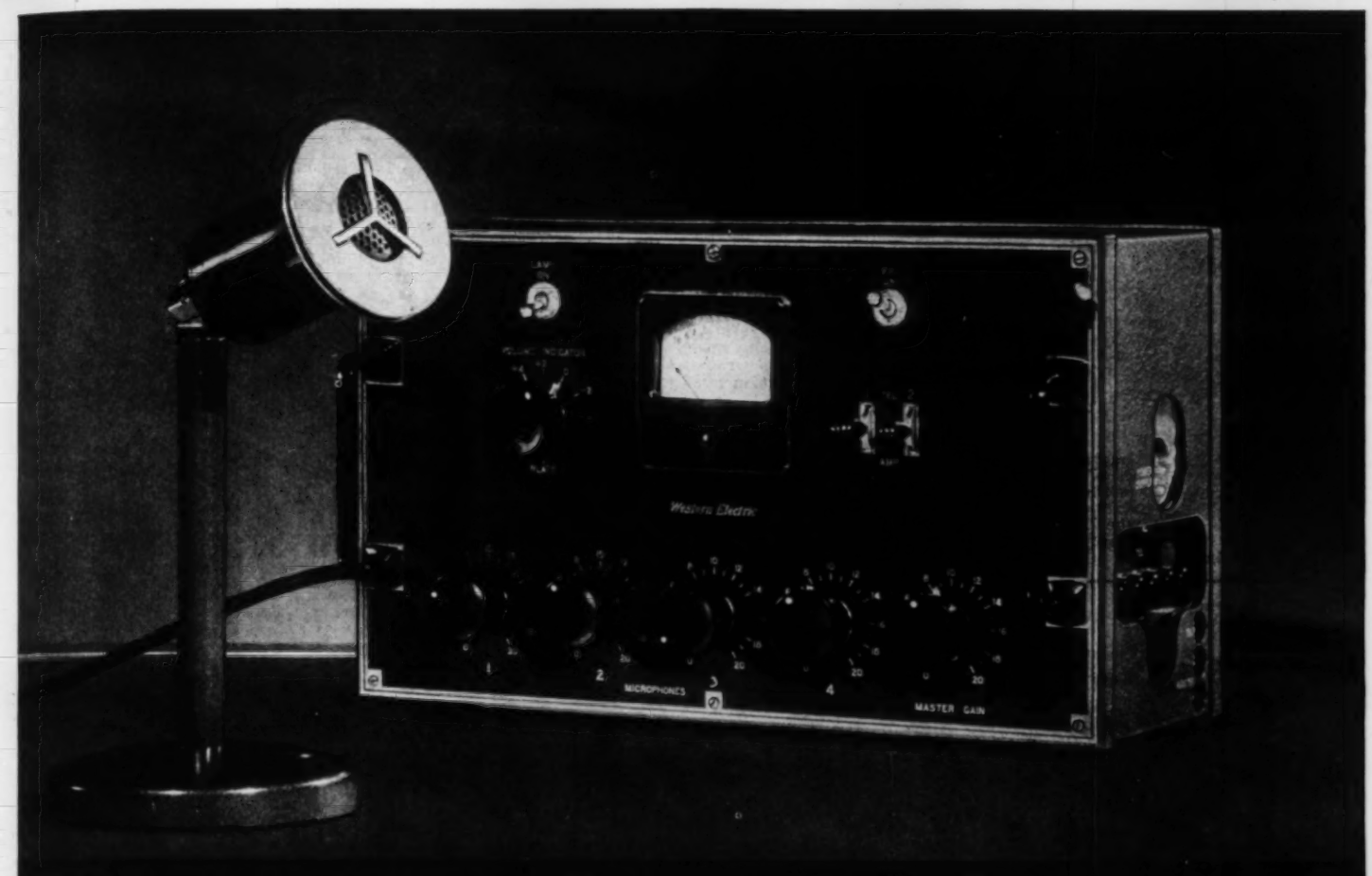
ARTA demanded that no employes be discharged without their consent. The board ruled that the company should not discharge any technician without four weeks notice except for some flagrant offense. ARTA's demand that no radio technician be required to work at any place having non-union employes was ruled out.

ARTA's demand for a week of not more than 40 hours and not more than five days in any seven consecutive days, including a 45-minute rest period, was settled with the arbitration board ruling for a 40-hour week not more than 8½ hours in any day and not more than six days per week except for emergency work.

ARTA demanded, the company agreed, and the board, in accordance with the station's policy, concurred that no technicians should be required to perform any duties other than those required for technical operation and maintenance.

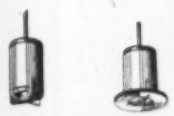
The wage scale set by the board granted $35 per week for returning employes and for new employes, whether union or non-union, $30 per week to be automatically increased to $32.50 at the end of the first six months; Part-time employes to be paid for work performed at the same hourly rate pro rata.

Regarding the demand that all technicians receive pay for all time lost due to sickness, the board found that WBNX had always dealt fairly with its employes in cases of illness and expressed its confidence that it would continue to act in that way. ARTA demanded two weeks vacation for all technicians employed over one year and one week for those in service between six months and one year. The board ruled a minimum vacation of one week, being seven consecutive days, with full pay for all employes in service more than six months. This was said to be an established station policy. ARTA demanded a two-year agreement. The board, however, made its agreement for one year beginning Feb. 1, 1937.

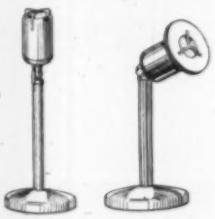


Paired for Remote Pick-up!

* NEWCOMERS *



(1) Hang it up.



(2) Left: as a non-directional mike. Right: as a directional mike.

633A MIKE

Here's Western Electric's newest—the 633A "Salt-shaker" mike. Like the famous "8-ball," it's a 2-in-1 mike: (1) Non-directional, (2) Directional, when you snap on the scientifically designed acoustic baffle.

Designed by Bell Telephone Laboratories, the 633A is small, sturdy, ideal for every remote pick-up job. *Its unusually low price will surprise you!*

22A SPEECH INPUT

Small, light, tough and rugged—built to last a lifetime—Western Electric's new 22A is *actually* portable. It gives you highest quality at low cost—rapid set-up—easy operation under the toughest conditions, including total darkness.

High spot features you'll like: stabilized feedback—frequency characteristic flat from 30 to 10,000 cycles—low distortion—operation from 115 volt 50/60 cycle AC supply or batteries—4 mike mixers and main gain control—completely factory wired and tested. Delivery?—in stock ready to ship!

For full details on these two new aids to better broadcasting, write Graybar Electric Co., Graybar Bldg., New York—or telephone Graybar's nearest branch.

Western Electric

Distributed by GRAYBAR *Electric Co.* *In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

Paulists Protest WOV

A PROTEST against the sale of WOV, New York, by John Iraci to Arde Bulova, New York watch manufacturer, has been filed with the FCC Broadcast Division by the Paulist Fathers, operators of WLWL, New York, it was learned Jan. 22. Involved in the protracted efforts of the Paulists to procure a full time outlet in New York, the protest is the newest development in this provocative case. Counsel for both Messrs. Iraci and Bulova filed motions to dismiss the protest on the ground that WLWL is not a proper party in interest since the sale merely involved transfer of a license and the question of the responsibility of the new licensee to serve public interest.

IN THE early days of radio the operator of the now extinct KFCY-KWUC, LeMars, Iowa, Western Union College of that community has applied to the FCC for authority to erect a 100-watt station in that community on 1210 kc.

THE SERVICE IS TERRIBLE

That's What KPDN Listeners Hear About Sponsor So They Drive Around for Some Service

FOUND! One Sponsor who not only isn't afraid to make fun of himself on the air, but who is reaping a profit-harvest through telling the world how bad his service is? Using a six-times-a-week 5-minute spot at noon on KPDN, the Compton Magnolia Service Station in Pampa, Tex., offers Standard Radio Inc's series *Oscar & Elmer, the Taney County Aristocrats.* "Comp" Compton's commercial announcements damn his own products, his service and his station attendants.

A test of the program proved that this method of advertising brought hordes of automobile drivers to the service station just to see what manner of man it could be who would "roast" his gasoline, tires, accessories and service.

Pampans were distinctly shocked on the initial program to hear his continuity. They listened, were doubly shocked at the closing commercial, they laughed at *Oscar & Elmer* and their wild tales, and they telephoned KPDN to ascertain if the announcer had gone haywire. They called Compton, who assured his callers that the continuity was delivered as approved by him. They started patronizing Compton's service station and they have spread the news of this unusual program throughout the Panhandle of Texas. People from out of town drove a hundred miles to meet the man who was brave enough to josh himself on the air. They bought, and spread the news still farther. People telephoned to request a repetition of the 39 skits of *Oscar & Elmer*, so Compton has contracted with the station to re-run them.

Here's a sample of a typical opening and closing commercial which is heard every day on KPDN, the 100-watt daylight station on 1310 kilocycles:

"Here they are to heckle you again! Oscar & Elmer, the transcribed boobs, presented by Comp Compton's Magnolia Service Station, Atchison & Cuyler, phone 9-9-9. The gags pulled by Oscar & Elmer couldn't be any worse than the service you get at Compton's. When you drive in, be prepared for an all-day wait, because the boys will probably be playing leapfrog or asleep on their feet. Plumbers haven't got anything on them for forgetfulness, either. They'll forget to put gas in your car—forget to check the oil and tires—forget to wipe the windshield—BUT they won't forget to collect! They're just a bunch of unmasked bandits, so watch your step when you drive in at Atchison & Cuyler, or phone 9-9-9 for Compton Service! Anything might happen! Now here are Oscar & Elmer! (Transcription)

"And Oscar & Elmer will get you down, if you don't watch out! Did you ever see a wrecking crew tear down a building? That's just the way the Four Aces and the Wild Joker tear down your car when you drive in at Compton's. While one of them is smearing grease on the upholstery, another is driving nails into your tires. Another will be denting the sides of the car with a sledge, while the others will have you down and be going through your pockets. They don't know what speed and courteous service mean! Don't go in unless you feel lucky, because you'll always get the worst of the deal when you drive in at Atchison & Cuyler, Compton's Magnolia Service Station, phone 9-9-9. Oscar & Elmer will be back again tomorrow at 12:00. Take the tubes out of your set and put them in the ice-box until the boys are through."

It takes real courage to broadcast such messages as appear above, but having once taken the gamble on public ridicule, Compton has found that people appreciate his "underselling" his products.

The programs were sold by John Rivers, long a retail store manager in Pampa, who resigned to enter the sales department of KPDN. Rivers, who has used radio broadcast advertising extensively, was completely sold on the idea of comedy commercials and although advertising men laughed at the idea, he merely pointed out the motto which adorns his desk and which reads:

"Everyone said is couldn't be done, but he, poor fool, didn't know any better so he went ahead and did it!"

Sterling in Canada

STERLING PRODUCTS Inc., New York (aspirin) will start a new series of WBS quarter-hour transcriptions on 12 Canadian stations, three times weekly, beginning Feb. 10. The program will present recordings of the *Backstage Wife* script which is currently on NBC in the interest of Dr. Lyons toothpaste, another Sterling Products item. Early last October the sponsor started a similar series on nine Canadian stations, but has retained only four stations for the new program, CJCA, Edmonton; CFJC, Kamloops, B. C.; CKY, Winnipeg; CHNS, Halifax. Additions are CFAC, Calgary, Alb.; CJOC, Lethbridge, Alb.; CJAT, Trail, B. C.; CKWX, Vancouver; CFNB, Fredericton, N. B.; CJCB, Sidney, N. B.; CFRB, Toronto; CJRM, Regina. Series is signed for 13 weeks through Blackett-Sample-Hummert Inc., New York.

Seven of the first Nine
STARS of the AIR
IN NATION-WIDE POLL SELECTIONS ARE ON
KSD
IN ST. LOUIS
1st JACK BENNY
2ND FRED ALLEN
3RD RUDY VALLEE
KSD programs again lead in St. Louis. The recent radio stars popularity poll of more than 400 Radio Editors in the United States and Canada was conducted by the Motion Picture Daily for Fame. Seven of the first nine selections in the open champion class are on KSD programs. Of these, KSD also carries the three leaders.
POPULAR PROGRAMS HAVE BUILT LISTENER PREFERENCE FOR KSD
The Nine:
★ Jack Benny
★ Fred Allen
★ Rudy Vallee
Helen Hayes
Eddie Cantor
★ Bob Burns
★ Bing Crosby
★ Fred Astaire
★ Jessica Dragonette
★ on KSD
6 BOB BURNS
7th BING CROSBY
8th FRED ASTAIRE
9th JESSICA DRAGONETTE
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

NEWSCAST CHAMP! Dawn to Dusk Finds Pearson At KWTO Mike

Mr. Pearson

KWTO, Springfield, Mo., offers John Pearson as its candidate for the newscasting championship of the Midwest.

Less than five years ago he fell out with his newspaper editor, after 12 years of all phases of news and sales promotion work, because of a connection with a Springfield Stockyards. The editor said to keep the stockyards off the radio, or suffer a newspaper boycott. Pearson, then working independently as a publicity man, answered by turning the stockyards entirely to radio and letting the newspaper apply its boycott. The stockyards not only met the boycott with exclusive radio, but their gross business has showed increases ranging from 20 to 40% the last four years.

Pearson began his career as market reporter on KGBX in Springfield, Mo. Then, he went to the station authorities to convince them that news was the future smash hit of the air. He proposed to organize and maintain a complete news department, separate from all other radio departments. Skeptical, they watched Pearson make the gamble, donating his services for several weeks to prove his point.

Today, a former 100-watt station has grown in four years into two stations — KWTO, 5000 watts on 560 kc., and KGBX, 500 watts, on 1230 kc. with NBC Red and Blue networks optional. Seven newscasts a day are all sponsored and have been for many months, and consume 95 broadcasting minutes daily. Then add Pearson's one-hour early-morning show, his 65 minutes of market broadcasting daily, and his assorted posts as local salesman, continuity writer, national advertising manager, and above all, promotion manager of both KWTO and KGBX, and you have the man's daily routine.

Pearson is connected with the Union Stockyards in Springfield, a 10-million-dollar a year market, biggest in the Ozarks. He directs all public relations and publicity for the stockyards, a job he has held six years. He conceived and fostered the establishment of an annual All-Ozarks Vocational Agriculture Livestock Show and Sale, the "American Royal" of the Ozarks. Some 2500 vocational agriculture students, representing 100 schools, take part each year. Pearson's efforts in behalf of vocational agriculture students last year won him the highest honor the State of Missouri and the Future Farmers of America bestow in this line — an honorary state farmer's key.

United Air Spots

UNITED AIR LINES, Chicago (air transportation), is using four announcements weekly on KFI, Los Angeles, and three announcements weekly on KDYL, Salt Lake City, placed through the Chicago office of J. Walter Thompson Co., Chicago.

WMCA Replaces *Court*

WMCA, New York, has replaced its *Good Will Court* with a series titled *Good Will Clinic*, in which John J. Anthony, director of Marital Relations Institute, discusses problems submitted by listeners. The Institute offers advice to couples planning marriage and aids in reconciliation of husbands and wives. Donald Flamm, president of WMCA and Inter-City Broadcasting System, said the new series, which took the air Jan. 24, Sundays, 10-11 p. m., will not conflict with bar association or court rulings.

GRISWOLD MFG. Co., Erie, Pa. (aluminum ware) on Jan. 31 began a 13-week series of musical programs on a two-station hookup of WJZ, New York, and WTAM, Cleveland, Sundays, 8:45-9 p. m. Program features J. Alden Edkins, soloist, with organ accompanist. BBDO, New York, is the agency.

MAN ON TRAIN — When local train No. 121 of the Chicago & Eastern Illinois leaves Villa Grove, Ill., WDZ, Tuscola, has an announcer aboard who interviews passengers and train crew during the 11-mile run to Tuscola. Because the train's run is entirely in the WDZ primary area, nearly all passengers are residents. Listeners submit flocks of questions to Clair Hull, WDZ manager, who handles the microphone. Mark Spies, chief engineer, designed and built the high-frequency transmitter and antenna used on the train.

May to Use Radio

MAY OIL BURNER Corp., New York (oil burners, boilers & air conditioning equipment) has announced that it will shortly inaugurate the most extensive advertising campaign since 1929. Media includes either network or spot radio. No starting date has been set for the campaign, to be placed by United States Adv. Corp., New York.

Tums on Air Again

LEWIS-HOWE Co., St. Louis (Tums) will return to the air on Feb. 2, 7:15-7:30 p. m. and each Tuesday and Thursday thereafter over 21 NBC-Red network stations. Program is signed for 52 weeks, originating from WLW, Cincinnati. *Vocal Varieties* has been selected as the title for the quarter-hour. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the account.

In the WOWO primary coverage area there are more than 300 towns of 1000 or more population — a "Main Street" more than 100 miles long.

. . . and along that street there are:

more than three thousand restaurants, seven thousand food stores, twelve hundred drug stores, sixteen hundred apparel stores, five thousand automotive stores *and*

OVER TWO MILLION PEOPLE WHOSE BUYING POWER IS 13% ABOVE THE NATIONAL AVERAGE.

WOWO is the home town station over which these two million people hear their favorite radio programs.

Consistent use of WOWO is a logical, economical way of reaching this rich Indiana, Ohio and Michigan market.

WOWO *the* HOOSIER STATION

E. KATZ SPECIAL ADVERTISING AGENCY

WESTINGHOUSE RADIO STATIONS, INC. — Fort Wayne, Ind. 10,000 Watts — CBS — 1,160 Kc.

Sponsorship Issue To Be Debated by Canadian Officials

Meanwhile Canadian Network Signs Imperial Tobacco

By JAMES MONTAGNES

THE SUBJECT of commercial programs on the Canadian Broadcasting Corporation's networks and individual stations will feature the next meeting of the board of governors to be held early in February, probably at Winnipeg, it is understood on good authority. Gladstone Murray, general manager of the CBC, has been working for some time on the corporation's entry into the commercial field, since finances derived from the sale of the annual listener's radio license at $2, amounting to some $2,000,000, is not sufficient for the establishment of new high power stations and the maintenance of more than six hours daily of sustaining programs for a coast-to-coast network.

The interchange of more North American and Empire programs and the establishment of short-wave stations by the CBC to transmit Canadian programs throughout the Empire, are other items to be discussed at the meeting of the board. Murray will at that time report on his western inspection trip, which he is now making.

Though opinion differs in the broadcasting industry in Canada as to the advent of the CBC into commercial radio, most of the stations taken over by the CBC from the Radio Commission have commercial programs on old contracts. There is nothing in the Canadian Broadcasting Act of 1936 to bar the CBC from selling time, the act stating that the corporation may retain any moneys derived from its business. Under the act the CBC receives not only the proceeds of receiving license sale less the cost of collections, but also the proceeds of the sale of private broadcasting station licenses, $50 annually to each station.

* * *

ON FEB. 7, Imperial Tobacco Co. of Canada Ltd. begins a 13-week engagement to cover Canada with 32 stations from Sydney, Nova Scotia, to Vancouver, B. C., with a 45-minute musical and dramatized news broadcast. Commencing at 5:45 p. m. (EST), the program will consist of popular music by a 32-piece orchestra and musical stars, and comments on world news from London, England. The first overseas news commentary will be of 10 minutes duration, delivered by Vernon Bartlett. The program originates in Montreal and will be carried in that city by CKAC and CFCF.

The final lineup is not yet ready but the stations will be both CBC and privately owned broadcasters. In Toronto two stations will carry the program, of which one has definitely been decided as CRCT, CBC outlet. Arrangements for the series, among the biggest commercial broadcasts ever put on in Canada, are being handled by W. Vic. George of the Whitehall Broadcasting Ltd., Montreal. The program will not advertise any one brand of cigarettes, but is called by the Imperial Tobacco people "an institutional program".

* * *

E. A. WEIR, former director of broadcasting with the Canadian National Railways, whose stations form the basis of the Canadian Broadcasting Corporation network, has been appointed head of the external relations department of the CBC. While this is not acknowledged in Ottawa as a sign that the CBC is going in for commercial programs, Weir's work includes going after commercial business. The CBC policy about commercial broadcasts is set to be aired at the board meeting Feb. 4 in Winnipeg. Weir was let out shortly after the Canadian Radio Commission took over his network four years ago.

PARTICIPATORS—These four handle the swiftly paced early morning participation program of WBAL. Left to right are John Wilbourn, announcer; Katherine Dierken, "Mrs." and telephone time girl; Gustav Klemm, program director; Shelton Young, the "Mr." of the program and head of its sales and service department.

PLAZA 4900--SUNRISE SALESMAN

WBAL Idea Factory Rips Up Dawn Participator and Devises Dramatic Medium for Sponsors

By EDWIN M. SPENCE
General Manager
WBAL, Baltimore

Mr. Spence

PICK UP a telephone in Baltimore, call Plaza 4900, and you get WBAL. People have been calling this number for more than ten years, but never so many in the early morning 7:30-8:30 period as in the last month. The reason for this impulse is something new in participation broadcasting: A program actually billed as *Plaza 4900*.

Nearly every station has its *Musical Clock* or its *Morning Express*. WBAL had its *A. M. Revue*, and while the results were satisfactory, it was just a bit too run-of-the-mill to harmonize with the constantly ascending pitch of our sales and program policies. It seemed imperative that we abandon the old, originate something new, and create a morning vehicle streamlined to outdistance any competition the new year might disclose. So we studied morning programs as presented everywhere, analyzed and boiled them down, called in the department heads and began to apply new twists. What to retain of the old, if any, and what to add in the way of novelty, was the problem.

Music was essential, of course, but we decided to re-pace the show, give the period as careful thought from the standpoint of balance as would a night commercial. And from our transcription library, this was done. After the rousing theme *My Maryland*, the hour melts away before a smooth routine: A racy fox-trot followed by a rhumba, a stirring march or novelty, and then a waltz. The rotation is standard, the contrast pleases, and the music *goes!*

When we came to the correct time, someone suggested that we use a girl to give it, like a telephone service, each two minutes; here it was that the whole idea popped. Out of the bedlam of discussion that ensued, the pattern clarified, and we had our show. The old elements emerged transformed, the new ones melted into it, and *Plaza 4900* was readied for the air. Everything was attuned to a "telephone technique" including a merchandising angle and a give-away that are wows.

On With the Music

THE MUSIC starts, and segues straight through the 60 minutes. When the theme is established, the music fades. A young girl's voice, soft and intimate says: "Plaza 4900, WBAL, Good morning . . . Plaza 4900, WBAL, Good morning . . ." and, fading in her turn, Announcer No. 1 comes to the microphone and explains that every listener who calls or writes Plaza 4900, declaring his intention to place an order for a product mentioned on the program (local participating) will receive a free pass to a local theatre. The music swells again, and in a moment recedes for the voice of the girl who says: "WBAL, Good morning, the time is 7:33." On with the music to 7:35, when the music gives way for the following:

GIRL: Plaza 4900, WBAL, Good morning . . . who's calling, please?

One moment, Mrs. Allen . . . and I'll connect you. . . .

BUSINESS: Telephone buzzer and receiver click.

ANNOUNCER NO. 2: Sales and Service, may I help you?

Into the commercial here, an imaginary telephone call (into the mike) explaining the product and stimulating actual phone calls by explaining the procedure necessary to obtain the theatre pass. At the conclusion of the blurb, and before the music dominates the scene again, the girl intones the time, stimulating a subconscious desire on the part of the audience to listen until the commercial is completed to hear how the minute hand is pointing.

While this goes on in the studio, other girls at the switchboard handle the actual calls, their voices picked to duplicate the girl's who does the air job. They mark down the name and address of the person calling, the name of the product they wish to buy, and later in the day these lists are sent to the sponsors. When his list of purchasers and the station's list of callers (or people who have no phone who write) tally, the passes are mailed without delay.

Back to the studio now for just a moment, as the music dwindles; no preliminary announcement, no explanation, just the voice of a man and woman, apparently reading the news at breakfast, a headline flash, in dialogue form, and we're off again. The weather is given from time to time, and every station break reiterates the story of the program, the telephone calls to "Plaza 4900" and the conditions on which depend the giveaway of passes.

But to boil down *Plaza 4900* to its commercial potentialities! Aside from excellent entertainment, what do we have now that we didn't have before? Well, we have the spots as always, in a new and attractive style. We have between 25 and 30 time announcements projected in an attention compelling manner. We have the weather as before, and we have the headline news flashes in delightfully novel form—hot off our ticker service—and if we need them for variety, a cast of three—two men and a girl.

Now here's an important angle on the way we sell. The men are trained to make quite clear that the sponsor buys spots on a morning program as before. The rate is the same. The added features are *new pluses* at no extra cost to him. The staging, the telephone service and the passes, are merely a *bonus* to him from the station.

The payoff is the fact that people are now calling for products on days in which they are not even on the air. Some products are advertised only Monday, Wednesday and Friday, but the orders keep rolling in on Tuesday, Thursday and Saturday as well.

Over-enthusiastic? No, merely echoing the sentiments of our rapidly growing list of early morning sponsors on copyrighted *Plaza 4900*.

Wright Fertilizer Spots

WRIGHT Co., Old Bridge, N. J. (plant food) has appointed H. B. LeQuatte Inc., New York, to service its account, which includes radio for the first time. Beginning Feb. 8 the sponsor will be heard three times weekly on the *Home Forum Hour* of WRC, Washington, a participation program; on March 7 will take the Sunday 11:05-11:15 a. m. period on WJZ, New York, for talks by John Zollinger; on March 13 adds WTIC, Hartford, for a one-minute announcement each Saturday; on March 28 adds WBZ-WBZA, Boston-Springfield, to the WJZ program, or if the hookup cannot be arranged a separate program will originate from Boston.

Service for Exchange of Radio Scripts Is Started by U. S. Office of Education

TO ASSIST and promote educational broadcasts by making available to local school officials and radio stations tailor-made shows, mostly in script form and many already proved on the air, the U. S. Office of Education, through the Federal Educational Radio Project supported by WPA funds, has instituted an Educational Radio Script Exchange and in latter January mailed a catalogue listing 53 scripts to more than 5,000 high schools, colleges, CCC camps and civic organizations. The catalogue is also available to stations upon request of the office of Education, Department of the Interior, Washington.

A "Radio Production Manual" and a "Glossary to Radio Terms" has been prepared to supplement the scripts. The manual includes suggestions for meeting problems encountered in producing radio programs. The Glossary is a workbook of terms peculiar to radio, defining many of these at length and giving comprehensive information about phrases and signals used in the radio studio.

Favorable Response

SINGLE copies of the scripts and aids to production will be sent free of charge to any producing unit, providing the material is to be used for non-commercial broadcasts, "mock-broadcasts" over loudspeaker systems or for any educational purpose.

The Office of Education paved the way for the Radio Script Exchange last summer when it offered, as an experiment, a series of six scripts titled *Interviews With the Past* to a limited number of educational broadcasting groups. These were received enthusiastically, it was said, and at present the series is in the hands of more than 500 different groups. Approximately 150 either now are producing the scripts over the radio or are getting ready to do so.

The scripts offered in the catalogue cover a wide range of educational subjects, among which are history, biography, geography (American cities), music appreciation and natural science.

The Educational Radio Script Exchange, with the cooperation of many groups throughout the country that have produced educational programs, has collected more than 600 additional scripts. Some of these scripts already have been re-edited by expert script writers on the staff of the Educational Radio Project and will be made available for general distribution as soon as they are tested under actual broadcasting conditions.

Local Adaptation

THE Exchange also has access to the regular Office of Education network programs *Have You Heard, The World Is Yours, Education In The News, Answer Me This, Safety Musketeers* and *Treasures Next Door.* These are being re-edited to fit the needs of local broadcasting units and will be offered along with other scripts. Supplementary pages to the present catalogue will be sent out from time to time as additional scripts are completed.

"Reports reaching the Office of Education show that schools, colleges and other groups eager to use radio for educational purposes face the increasing need of good scripts," said Commissioner of Education John W. Studebaker.

"Many good scripts are being presented in various places in the country," the commissioner continued, "and it seems to me that they should not be lost in dusty files while other groups could put them to use. The Educational Radio Script Exchange is a definite answer to this problem. Through it, schools, colleges and other educational broadcasters throughout the nation can share the products of their collective efforts to produce better educational programs.

"There is undoubtedly a great future in the use of radio for education if ways and means can be found for coordinating the vast creative efforts of educational institutions and radio stations. The Educational Radio Script Exchange takes a long step in this direction."

ACQUIRES PAPER
KMMJ Reverses Usual Order And Buys Weekly

RADIO'S version of the journalistic adage about the man biting the dog finally has been recorded. KMMJ, Clay Center, Neb., owned by a group headed by Don Searle, manager of WIBW, Topeka, and Herb Hollister, manager of KANS, Wichita, has purchased the *Clay County Sun,* a weekly, and will publish it as a subsidiary of KMMJ Inc., although it will be a separate enterprise. A printing job plant has been acquired with it. The paper has a net paid circulation of approximately 2,000.

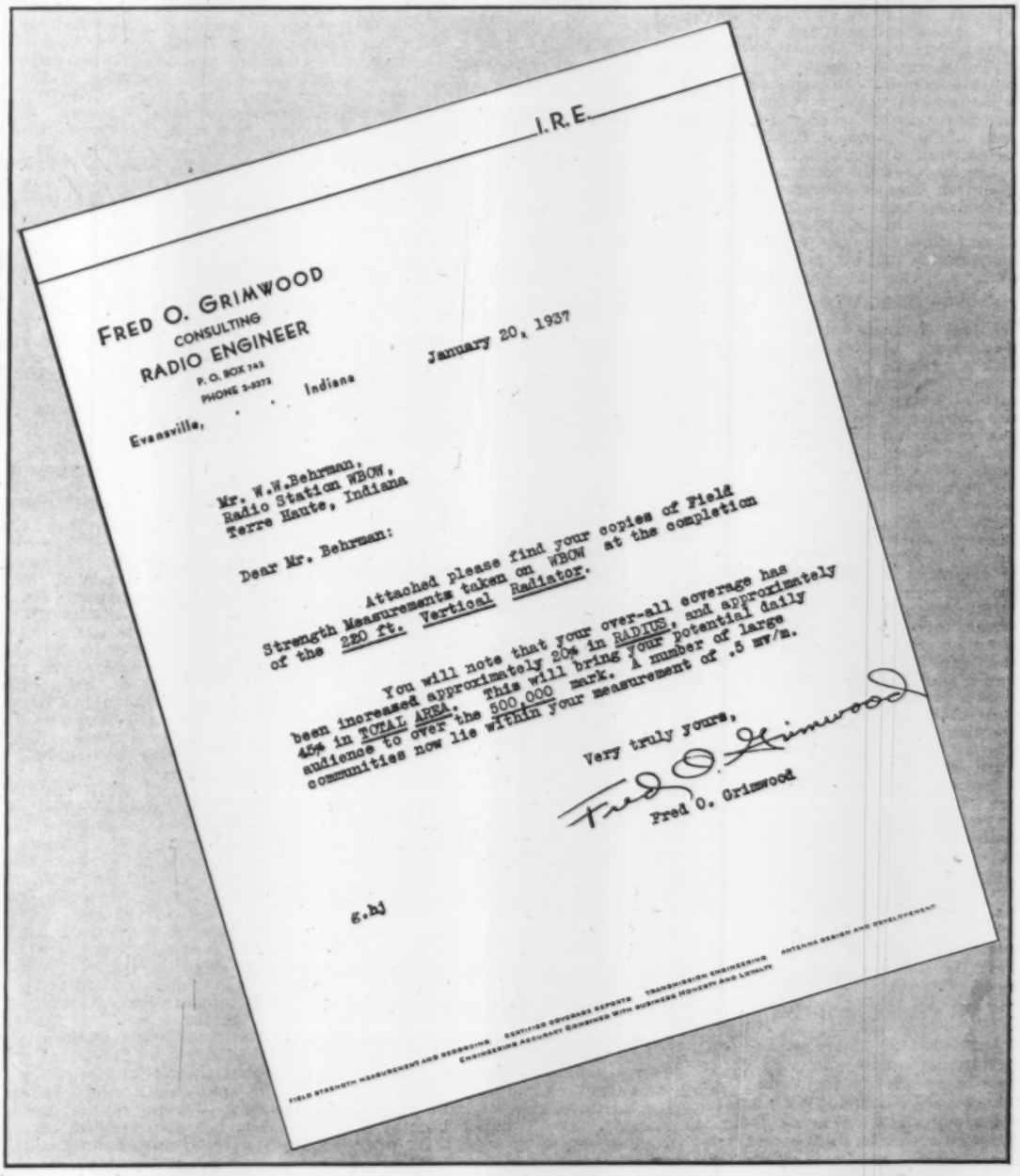
Published in the county seat, the paper will be headed by Ed Appling as editor and business manager. Lester Cox, executive head of KGBX and KWTO, Springfield, Mo., more than a year ago began publishing the *Ozarks Journal* as a weekly in conjunction with his stations. He, however, founded the paper, later discontinued.

ASCAP Board Studies Warner Ratings Request

REQUESTS of Warner Bros. publishing house subsidiaries Witmark Inc., Harms Inc. and Remick Inc. for reclassification of the availability ratings were considered by the Board of Directors of ASCAP at its regular meeting on Jan. 19-21 in New York but no decision was reached. Warner Bros. publishing houses returned to the ASCAP fold last July after a schism which developed at the end of 1935 and under which the Warner organization attempted to operate independent of ASCAP.

E. C. Mills, ASCAP general manager, announced that his assistant, Russel W. Rome, as of Feb. 1 will be transferred to the Boston office succeeding Paul Amundson, who has retired because of ill health. Mr. Rome has been with ASCAP for the last three years.

WRTD are the call letters assigned by the FCC to the new 100-watt station on 1500 kc. which it recently authorized the *Richmond* (Va.) *Times-Dispatch* to erect in that city.



I.R.E.

FRED O. GRIMWOOD
CONSULTING
RADIO ENGINEER
P. O. BOX 743
PHONE 2-5572
Evansville, Indiana

January 20, 1937

Mr. W.W.Behrman,
Radio Station WBOW,
Terre Haute, Indiana

Dear Mr. Behrman:

Attached please find your copies of Field Strength Measurements taken on WBOW at the completion of the 220 ft. Vertical Radiator.

You will note that your over-all coverage has been increased approximately 20% in RADIUS, and approximately 45% in TOTAL AREA. This will bring your potential daily audience to over the 500,000 mark. A number of large communities now lie within your measurement of .5 mv/m.

Very truly yours,

Fred O. Grimwood

Fred O. Grimwood

g.hj

FIELD STRENGTH MEASUREMENT AND RECORDING · CERTIFIED COVERAGE REPORTS · TRANSMISSION ENGINEERING · ANTENNA DESIGN AND DEVELOPMENT
ENGINEERING ACCURACY COMBINED WITH BUSINESS HONESTY AND LOYALTY

Same Old Story But a New Product

By GERALD J. NORTON
Radio Manager, Kelso Norman Organization

Seed Treatment for Wheat Is Promoted by Spots and Sponsor Now Plans to Reach New Markets by Radio

Mr. Norton

WHEN a farmer is busy he isn't very susceptible to sales messages. But when he isn't busy he can turn out a high-class job of relaxation. That's when he does his best radio listening, as Kelso Norman Organization realized when it was planning a campaign to reach wheat growers. The rest was easy. Just direct some spots toward the farm listener at the right time and wait for results! Things turned out beautifully, so watch Mountain Copper's speed when the next planting season comes.

WE HAVE no exciting story to tell—no amazing adventure in advertising to relate, but we do have a case history, that along with others you have heard, continues to prove that radio advertising can and does sell any and all types of merchandise wherever there's a need.

A few months and a year ago, we were appointed to direct the advertising activities of the Mountain Copper Co. Ltd., manufacturers of copper by-products and principally that of Mountain Copper Carbonate, a seed treatment to control fungicidal smut in wheat.

The Mountain Copper Co., first in this country to manufacture copper carbonate, had developed several markets, the Pacific Northwest, Idaho, Montana, Texas, California, and a few minor markets in the Midwest. In these areas the Mountain Copper brand was well recognized, sales had held steadily over a period of years, and it seemed that our job was to hold the product at its present sales level.

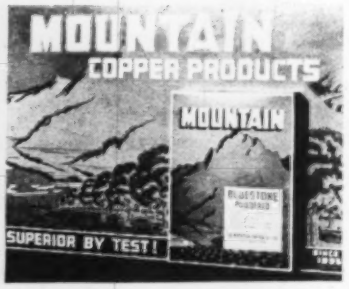
Why Radio Was Chosen

TO BEGIN, the client was not only concerned with advertising, but with a problem of packaging. The name "Mountain" suggested a natural design for the package and also counter displays. The result was an outstanding three-color job that, according to the dealers, definitely stood out on the shelves of the rural stores. As this type of product is of interest to only the farmer, and knowing that a wheat farmer, when busy, is very busy, we had to determine the best means of arresting his attention during the leisure hours.

Now, show me a hard working wheat farmer who doesn't relax after his meal and I'll show you one who isn't normal. So, what would you do after eating, if you were a wheat farmer? You'd smoke and—listen to the radio. And, knowing that a radio is a necessity in the rural districts, we decided on that as the medium.

Being faced with a limited budget and having numerous markets to cover, an evening approach on radio was immediately out . . . Just as well, too, as evening broadcasting is competitively keen and too strong for small budgets. Also, being an old farmhand, I knew that the big meal time in the country is midday, so just after dinner should find the farmer in a receptive mood. Therefore, noontime broadcasting for the Mountain Copper Co.

Inasmuch as the client desired not to open new markets but to hold those already established, our markets were defined. With a careful study of those areas from a competitive radio station and program stand, we found that both network outlets and local stations were directing to the farmer, during the noon hour, programs of news events, market, grain and weather reports. Splendid, we will take advantage of such features! And this we did, contracting with 19 stations, covering both the spring and fall planting seasons, each approximately 13 weeks, using 50 and 100-word announcements before or after the above mentioned programs, depending on the station and its rate.



STORE DISPLAYS — Mountain Copper redesigned its package when it turned to radio and sent these window and counter pieces to dealers.

Some may ask why we didn't transcribe our message. After considerable thought we decided to allow a farm station announcer to sell a farm product to the farmer. Whether copy was handled well or not, botched or beautified, we couldn't tell except in the outcome —merchandise sold— and it was. The copy — quite simple. A superior product, well known, well distributed, good sales. Our copy must then stress the products merits and pound the name home.

Dealer Tieups

BEING all set to go, we decided to let our dealers in on our little advertising secret. Direct mail was used, showing a map of the United States with the stations and scheduled spotted in. The copy, "get your shoulder behind the wheel" stuff. Quite candidly, about this time with the start of the advertising, we, the agency, were a bit on the spot with the client as we were to take them on a completely new venture, that of radio advertising. So with bated breath, if such is applicable to a three-week period, we waited for vindication and . . . sales. And in they came, steadily, consistently — not completely overshadowing past records, but with an inexorable increase.

At the conclusion of both spring and fall planting seasons of this past year, with an advertising budget approximately the same as in the years past, a volume sales increase of 30% was shown. There are other seasons ahead in which to hold and increase sales in present markets—new markets to open. We are now conducting an exhaustive study of the United States wheat areas and all matters pertaining thereto, so that we may plan more aggressive future radio campaigns for our client.

One might possibly say that the agency did a big job—but we don't think so. How can we—with a superior product and with sufficient mental capacity to earn our money by intelligently taking advantage of the power of radio.

Brush-Moore Newspaper Group Seeking Stations

WITH its purchase last year of WHBC, Canton, O., from Edward P. Graham, the present licensee, still awaiting FCC approval, the Brush - Moore Newspapers Inc., chain of Ohio dailies, disclosed its intention of seeking to expand its radio activities further by applying for four new stations in as many Ohio communities. All applications were made through a newly formed subsidiary corporation called the Ohio Broadcasting Co., of which the newspaper chain is 100% stockholder.

If the transfer of WHBC is approved, it will become affiliated with the *Canton Repository*, a Brush-Moore unit. The applications for new stations seek 250 watts daytime on 780 kc. in Steubenville, where the chain publishes the *Steubenville Herald-Star;* 250 watts daytime on 880 kc. in Marion, where it publishes the *Marion Star*, once owned by the late President Harding; 250 watts daytime on 1350 kc. in East Liverpool, where it publishes the *East Liverpool Review*, and 100 watts daytime on 1420 kc. in Salem, where it publishes the *Salem News.*

The company also publishes the *Portsmouth Times* in the same state, but has not applied for a station there. Horace Lohnes is attorney for the applicant.

Station Break Regulation Of FCC Liberalized to Include Opera, Concerts

MORE liberal wording of Rule 175 of the FCC rules and regulations, relating to station call letter announcements, was ordered into effect by the FCC Broadcast Division Jan. 19 when it amended the rule to strike the words "consecutive speech" and substitute the words "continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 30 minutes." The rule thus conforms with Rule 176 which already uses the same language with respect to transcriptions and other mechanical reproductions.

Strictly interpreted, the former wording of the rule required call letter announcements before and after each program and in no event at longer intervals than 30 minutes, unless a continuous speech was interrupted. NBC found that the strict interpretation might cause inconvenient interruptions of its long Saturday afternoon Metropolitan Opera broadcasts sponsored by RCA, and made formal request that it be liberalized to cover plays, concerts, operas, etc. This request was granted, and Rule 175 now reads as follows:

175. Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible.

CBS Washington Attorney

PAUL A. PORTER, an attorney, formerly assistant to Chester Davis as administrator of the Agricultural Adjustment Administration, on Feb. 1 joins the CBS Washington staff as attorney and aide to Harry C. Butcher, CBS Washington vice-president. Mr. Porter, a graduate of the University of Kentucky, was at one time editor of a newspaper in LaGrange, Ga. His former chief, Mr. Davis, is now a member of the Federal Reserve Board. His position in the Washington office of the network will be similar to that of Philip J. Hennessey, Jr., who was detached from the New York legal staff of NBC to serve as Washington legal contact. He was also at one time general counsel of General Newspapers Inc., and is a native of Kentucky.

Kellogg Renews on NBC

KELLOGG Co., Battle Creek, Mich. (cereals) has signed a 21-week renewal effective Feb. 5, for its *Singing Lady Musical Plays* broadcast on 45 NBC-Blue stations, Fridays, 5:15-5:45 p. m. After June 24 the *Singing Lady* program will take over the Friday period using only the latter quarter-hour. The program is now heard Mondays through Thursdays, 5:30-5:45 p. m. and on Feb. 1 will be renewed for 48 weeks. N. W. Ayer & Son Inc, New York, is the agency handling the United States' business with R. C. Smith & Son Ltd., Toronto, servicing the Canadian account.

"THE PROOF OF THE PUDDING . . ." "ASK THE MAN WHO . . ."

Read what each of three subscribers to Associated Recorded Program Service writes to a certain Broadcaster who inquires of them respecting Associated Recorded Program Service—The Aristocrat of the Turntable.

Dear Mr. _____,

Replying to your inquiry of the 26th, please be advised that we are very well pleased with our associated Library.

We have found this library to be the finest quality we have had; in fact, a number of listeners have written us complimenting us on the programs that were of this library.

After our experience with them here, we contracted for this service for another of our stations and expect to place it in our third station as soon as the transcription equipment is available.

Trusting this is the information you desire, we are

Yours very truly,

Dear Mr. _____,

Yours of December 26th at hand.

In reply will say that Associated Library "A" about which you ask us is the tops in transcriptions and the service and continuity cannot be beat. The transcriptions are perfect and are of the very best talent playing beautiful selections. We are well pleased and can heartily recommend same to you.

Yours very truly,

My dear Mr. _____,

In reply to your letter of December 26, I would say that we do not feel there is any comparison between the quality of the two librarles which you mention as we consider the Associated so far superior.

Because of its superior quality, we figure its general usefulness is much greater, and as a matter of fact, the writer would rather listen to some of the Associated Transcriptions than many of the Network Shows.

Trusting that this will give you the information you desire,

Very sincerely yours,

We appreciate such unsolicited and spontaneous endorsement and confident of the result, cordially invite any Broadcaster who is contemplating a transcription service, to write us for a complete list of Associated users to whom we may direct them for proper recommendation.

Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.
Twenty-five West 45th Street New York

The Aristocrat of the Turntable

ASSOCIATED RECORDED PROGRAM SERVICE

FOR RA

From the stage of the Metropolitan Opera House in New York come the operas RCA is sponsoring on the air. They are broadcast every Saturday afternoon over NBC's nationwide Blue network.

RADIO CORPORATION OF AME

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICAT

RADIO AT ITS BEST!

Radio Corporation of America sponsors matinee broadcasts of Metropolitan Opera every Saturday

IN the realm of music, opera is royalty. And king of music's royal family is the Metropolitan Opera Company. To sing on its stage in New York is the ambition of every operatic performer. To hear the musical masterpieces produced there is the desire of every music lover.

The Radio Corporation of America now makes it possible for all America to enjoy the Metropolitan Opera during the current season. Saturday matinee performances are broadcast direct from the Metropolitan Opera House stage, over NBC's nationwide Blue network. These broadcasts bring to every American family the world's most magnificent music.

RCA's service is universal

RCA, the only organization which actively participates in every branch of radio, contributes largely to the comfort and well-being of thousands the world over each day. It provides the most rapid means of communication. It links the sky and the sea and the land. Its broadcasting facilities bring entertainment, news and education.

These RCA services signify public confidence in the RCA name—the sort of confidence that creates good-will for every merchant handling RCA products. And this latest service—broadcast of the opera—is another good-will measure that will benefit all associated with the name of RCA.

RCA stands for radio—soundly engineered. Its past achievements prove this. And RCA sound engineering is some day going to bring radio *sight* to the world's millions!

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

6 Ways the Metropolitan Broadcast can Increase Sales for You

1 It will send people into your store for their free copies of the "Story of the Opera."

2 There will be strong commercials on Magic Voice, Magic Brain, Magic Eye, Metal Tube radios, phonograph radios and Victor Records.

3 No other radio manufacturer has a coast-to-coast program—RCA has two for you...the Metropolitan Opera and the Magic Key.

4 The Opera broadcast maintains the traditional association between the Metropolitan Opera and RCA Victor—making you the musical leader of the community.

5 It stimulates interest in good music, good instruments and Red Seal Victor Records.

6 Finally, RCA has a splendid MERCHANDISING PLAN that will draw 500,000 listeners to radio and music shops. Get the details from your RCA Victor distributor.

Listen also to "The Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

AMERICA · *Radio City* · NEW YORK

COMMUNICATIONS . . . BROADCASTING . . . RECEPTION

XUM

WWJ

AMERICA'S OLDEST BROADCASTING STATION

Announces the Appointment of

THE PAUL H. RAYMER COMPANY

As Exclusive National Sales Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
366 MADISON AVENUE	TRIBUNE TOWER	GENERAL MOTORS BLDG.	RUSS BUILDING
Murray Hill 2-8690	Superior 4473	Trinity 2-8060	Douglas 1294

OWNED AND OPERATED BY

THE DETROIT NEWS

THE HOME NEWSPAPER

All Given Chance To Hear President

KNX and Newspaper Join in Placing Radio Receivers

THE RADIO Utopia of every individual listening to a single program was approached Jan. 20 in and around Los Angeles. The event was the inauguration of President Roosevelt as he took office for the second term as chief executive of the nation.

A comprehensive tiein between the *Los Angeles Examiner* and KNX, Pacific Coast CBS key, was arranged and carried out through Donald W. Thornburgh, vice-president in charge of CBS Coast activities.

The plan of making it possible for every person to hear the ceremonies was launched directly by the newspaper with the cooperation of scores of civic organizations and public spirited citizens. Mayor Shaw, the Board of Public Works, the Board of Park Commissioners, Board of Education, the Southern California Radio and Refrigerator Dealers Association and others gave unstintingly of time and effort to place the plan in operation.

Upwards of 50 Los Angeles radio retailers made their contribution in the form of loans of radio sets and nearly 200 receivers were placed in 47 public, parochial and private schools, with an audience of some 560,000 school children and 11,000 instructors. Every one of the sets bore a printed card saying: "This radio is tuned to KNX, Columbia Broadcasting System's 50,000-watt key station of the Pacific Coast."

As an adjunct to the educational phases of the plan, hundreds of radio sets were likewise placed in apartment houses, factories, hospitals, motion picture studios, business houses, restaurants and in all hotels in downtown Los Angeles and suburban districts.

A public address system was provided by the Standard Oil Co. and the Richfield Oil Co. in Pershing Square in the center of the city with a crowd of thousands listening to the program. A similar sound system was also installed on the steps of the new Los Angeles City Hall, and in ten public parks of the city where thousands more were congregated for the occasion.

The unstinted cooperation of many theatre managers was also used to further the listening campaign and in the downtown portion of the city the managers of the United Artists, Orpheum and Million Dollar Theatres opened their doors at 8:30 a. m. and reported capacity audiences.

Berry Paint's Plans

DECIDING that color was after all one of the maior elements entering into the buying of paint, Berry Brothers Inc. (paints) Detroit, has entered into a series of five-minute radio programs built on color. For instance, when the color theme is blue, the music is built around "Blue Danuze Waltz". Other colors are similarly treated. There are 13 transcriptions in the series, produced by WBS. Thev are now being heard over WJR, Detroit, and will be extended during the coming weeks to a list of about 45 stations.

Tests for Kerb

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex) is using Indianapolis as a test city for a sample offer of Kerb, new feminine remedy. Offer is broadcast on WIRE during the regular NBC *Mary Marlin* broadcast period, being cut in locally in place of the network commercial. Listeners are asked to tear the strip from a package of Kleenex at the time of purchase, to write name and address on it and leave it with the druggist, who forwards it to the station, which in turn sends listener a coupon good for a free box of Kerbs. If test proves successful in Indianapolis it will probably be extended over the country.

KGLO, MASON CITY, SALUTED AT DEBUT

SALUTED by other Iowa stations and starting with 46 active accounts sponsoring 26 programs for a total billing of $25,000, the new KGLO, Mason City, Ia., went on the air Jan. 17 with an inaugural broadcast featuring various state notables. The station, authorized for construction last year by the FCC, is owned by the *Mason City Globe-Gazette* and operates with 100 watts on 1210 kc. At the inaugural Lee P. Loomis, publisher, formally handed over the management of the station to F. C. Eighmey, formerly sales manager of WHBF, Rock Island.

KGLO was saluted by KSO, KRNT and WMT of the Iowa Broadcasting System, KOIL, Omaha-Council Bluffs, WHO, Des Moines, and WOI, Ames, in special broadcasts wired to Mason City. The station boasted among its opening commercials two national accounts — *Diamond City News* placed through R. J. Potts, Kansas City, and Tidewater Oil, placed through McCord Co., Minneapolis.

The staff of the station was announced by Mr. Eighmey as follows: Virgil Hicks, commercial manager, formerly of the *Globe-Gazette*; Jack Price, program manager, formerly of WIBU, Poynette, Wis.; Nick Scheel, production manager, formerly of KROC, Rochester, Minn.; George Creemens, announcer, formerly of KSO, Des Moines; Leonard McCurran, announcer-operator; Sidney Davis, chief engineer, formerly of KFJB, Marshalltown, Ia.; Carol Olson and Harold White, announcers.

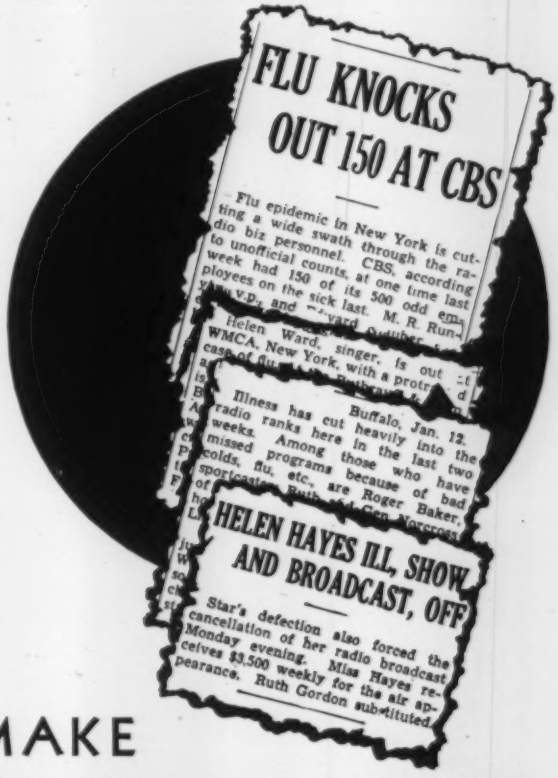
Another "Free" Offer

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., replying to an "offer" from E. M. Orowitz, New York, said to be asking stations to broadcast free of charge a subscription solicitation offer for the publication *Movie Fan*, wrote in part as follows: "We regret that we can't see the advantage of broadcasting programs without cost to help a purely commercial institution make more money."

Banks Sponsor Discs

COOPERATIVE BANKS of Massachusetts are sponsoring the *Sunday Players* transcription series on WBZ-WBZA, Boston-Springfield. Boston religious personages are participating in the series. The 13-week series of Sunday programs is scheduled to March 7. Advertising Associates, Boston, is agency.

DON'T LET
SICKNESS OR WEATHER
CONDITIONS INTERRUPT
YOUR PROGRAM SCHEDULE


FLU KNOCKS OUT 150 AT CBS
Flu epidemic in New York is cutting a wide swath through the radio biz personnel. CBS, according to unofficial counts, at one time last week had 150 of its 500 odd employees on the sick last. M. R. Runyon, v.p., and
Helen Ward, singer, is out
WMCA, New York, with a protra
Buffalo, Jan. 12.
Illness has cut heavily into the radio ranks here in the last two weeks. Among those who have missed programs because of bad colds, flu, etc., are Roger Baker, sportscaster,
HELEN HAYES ILL, SHOW AND BROADCAST, OFF
Star's defection also forced the cancellation of her radio broadcast Monday evening. Miss Hayes receives $3,500 weekly for the air appearance. Ruth Gordon substituted.

MAKE
SEVERAL PRESTO
INSTANTANEOUS RECORDINGS

of important programs ahead of time.
Keep them on hand.
Use them when illness or other conditions prevent the appearance of your artists at the studio.

IN ANY EMERGENCY where transcriptions will solve the problem, wire or phone Presto. Presto recording equipment and discs are always shipped from stock.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS RECORDING EQUIPMENT

PRESTO RECORDING CORPORATION
147 W. 19th St., N.Y.C.

Export Division
(Except Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, N. Y.
Cable: Simontrice, N. Y.

Australia and New Zealand
Agents & Stockists
A. M. CLUBB & CO., LTD.
45 King Street, Sidney, N. S. W., Australia

Growing Mass of Legislation Of Radio Interest in Congress

Copeland Bill in Spotlight But Bills Affecting Trade Practices and Business Are Offered

WITH a score of bills directly or indirectly affecting the business of broadcasting already on the legislative calendar, the 75th Congress bids fair to become an important one for all phases of advertising media.

Greatest interest among advertising groups centers on proposed food and drug legislation and more particularly in the Copeland Bill (S-5), which is the product of a four-year siege to procure new legislation to regulate the sale and advertising of food, drugs and cosmetics [BROADCASTING, Jan. 15].

Aside from the Copeland Bill, one other food and drug measure (HR-300) introduced by Rep. Chapman (D-Ky.) also is pending. There is likelihood of a third measure too, which would give to the Federal Trade Commission full control over advertising, whereas both the Copeland and the Chapman measures would place that control in the Department of Agriculture's food and drugs administration.

Few Are Complaining

AT THE Senate Commerce Committee, it was stated that only a few complaints had been received against the revised Copeland Bill. Since reports on the measure from the various governmental departments have not yet been received, it was stated that there will be some delay in committee consideration of the bill. Once these reports are in hand, the committee will be called together by its chairman, Senator Copeland of New York, to decide whether hearings shall be held supplementing those which consumed several months of legislative time during the last three sessions.

There were a number of other bills introduced during the last fortnight which aroused considerable opposition among manufacturer, advertiser and media groups.

The Lea measure (HR-3143) would amend the Federal Trade Commission Act by extending the scope of its authority to include unfair or deceptive acts and practices in commerce as well as unfair methods of competition. The bill failed at the last session in slightly different form. The last bill, sponsored by Rep. Rayburn (D-Tex.), the Democratic leader, would have imposed a provision giving the Federal Trade Commission search and seizure authority, which is eliminated in the Lea bill. Rep. Lea is the new chairman of the House Interstate & Foreign Commerce Committee, having succeeded Rep. Rayburn.

Aside from the copyright legislation, departmental reorganization proposals and the Connery resolution for an investigation of chain broadcasting activities, which are dealt with elsewhere in this issue, bills now pending before Committees of Congress include the following:

HR-3140, introduced by Rep. Culkin (R-N. Y.), proposing to prohibit the advertising of alcoholic beverages by radio, which would invoke a fine of not more than $1,000 nor less than $500 or imprisonment for not more than one year or less than three months, or both, for any person convicted of violating the provision. Referred to Committee on Interstate and Foreign Commerce.

HR-13, a bill by Rep. Culkin (R-N. Y.) to prohibit the transportation in interstate commerce of intoxicating liquor, and for other purposes. Committee on Interstate and Foreign Commerce.

HR-3143, a bill by Rep. Lea (D-Cal.) to amend the Federal Trade Commission Act to amend Section 5 of the Federal Trade Commission Act to give it power to take action against unfair or deceptive acts and practices in commerce as well as unfair methods of competition, and for other purposes. Committee on Interstate and Foreign Commerce.

CHAIRMAN—Of the House Committee on Interstate & Foreign Commerce, which has charge of radio legislation in the lower chamber of Congress, is Rep. Clarence F. Lea, Democrat, of Santa Rosa, Cal. Rep. Lea, a veteran of 20 years in Congress, succeeds Rep. Sam Rayburn (D-Tex.) who is now House majority leader. Elton J. Layton remains as clerk of the House committee.

S-414, a bill by Senators Nye (R-N. D.) and King (D-Utah), amending the act creating the Federal Trade Commission which among other things would revise Section 5 to authorize it to deal with unfair or deceptive acts or practices in or directly affecting commerce as well as unfair methods of competition. Committee on Interstate Commerce.

S-273, a bill by Senator Logan (D-Ky.) to establish a U. S. administrative court and define its power and duties from which appeals from various governmental agencies would be taken, including the FCC which, under one provision, would give the administrative court the power to review the final action of the FCC in revocation of licenses for operation of stations and revocation of licenses of station operators. Committee on the Judiciary.

S-363, by Senator Nye (R-N. D.) covering reasonable regulation of competition and providing that it be unlawful under any of the anti-trust laws for any person or persons to cooperate with others by written agreement for the reasonable regulation of competition in interstate and foreign trade unless the written agreement is approved by the Federal Trade Commission. Committee on Finance.

HR-1605, a bill by Rep. Curley (D-N. Y.) to exempt from punishment for contempt of court any editor, news reporter, correspondent, journalist or publisher who refused to reveal the source of any confidential information obtained for publication. Committee on the Judiciary.

HR-2240, a bill by Rep. Celler (D-N. Y.) for creation of a U. S. Administrative Court largely similar to the Logan Bill. Committee on the Judiciary.

HJRes-304, by Rep. Ford (D-Cal.) proposing an amendment to the Constitution "empowering Congress to regulate hours and conditions of labor and to establish minimum wages in any employment, and to regulate production, industry, business, trade, and commerce to prevent unfair methods and practices therein." Committee on the Judiciary.

HR-1999, by Rep. Mead (D-N. Y.) a bill to regulate interstate and foreign commerce by prescribing licenses for corporations and conditions under which they may engage in commerce and providing additional powers and duties for the Federal Trade Commiasion, which would be increased from five to nine members and to assist the states in improving labor conditions and enlarging purchasing power for goods sold in commerce. Under this measure corporations operating radio stations would be excluded, since they are already licensed by the FCC, and railroads and others common carriers similarly would be excluded because of regulation of the ICC. Judiciary Committee.

S-10, a bill by Senator O'Mahoney (D-Wyo.) identical with the Mead Bill for licensing of corporations. Committee on the Judiciary.

HR-1592, by Rep. McCormack (D-Ark.) to amend the Communications Act so that nothing in it shall prevent a common carrier from furnishing reports of positions of ships at sea to newspapers of general circulation, either at a nominal charge or without charge, provided the name of such common carrier is displayed along with such ship position reports. Committee on Interstate and Foreign Commerce.

HR-3033, 3038, 3039, bills introduced by Rep. Scott (D-Cal.) relating to forum discussions over the air and relieving broadcast station owners of liability for statements made during such periods, bills being sponsored by the American Civil Liberties Union [BROADCASTING, Jan. 15]. Committee on Interstate and Foreign Commerce.

S-721, a bill by Senator Borah (R-Idaho) for the licensing of corporations engaged in interstate and foreign commerce, except banks, common carriers subject to Interstate Commerce Act, radio broadcasting licenses subject to the FCC Act and similar groups.

HR-2897, by Rep. Lamneck (D-Ohio)

COMMITTEES OF THE 75th CONGRESS DEALING WITH RADIO LEGISLATION

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: J. H. Brooks

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; William H. Dieterich, Illinois; Augustine Lonergan, Connecticut; Fred H. Brown, New Hampshire; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; A. Harry Moore, New Jersey; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming.

REPUBLICANS—Wallace H. White, Jr., Maine; James J. Davis, Pennsylvania; Warren R. Austin, Vermont.

FARMER-LABOR—Henrick Shipstead, Minnesota.

**In which all radio legislation originates.*

SENATE COMMERCE COMMITTEE*

Committee Clerk: Roger Williamson

DEMOCRATS—Royal S. Copeland, New York, chairman; Morris Sheppard, Texas; Josiah W. Bailey, North Carolina; Hattie W. Caraway, Arkansas; Bennett Champ Clark, Missouri; John H. Overton, Louisiana; Nathan L. Bachman, Tennessee; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Joseph F. Guffey, Pennsylvania; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma.

REPUBLICANS—Charles L. Mcnary, Oregon; Hiram W. Johnson, California; Gerald P. Nye, North Dakota; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont.

**Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.*

SENATE PATENTS COMMITTEE*

Committee Clerk: Vera Ward

DEMOCRATS—William Gibbs McAdoo, California, chairman; Ellison D. Smith, South Carolina; Homer T. Bone, Washington; George L. Radcliffe, Maryland; F. Ryan Duffy, Wisconsin.

REPUBLICANS—George W. Norris, Nebraska; Wallace H. White, Jr., Maine.

**In which copyright legislation originates.*

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Paul H. Maloney, Louisiana; William P. Cole, Jr., Maryland; Samuel B. Pettengill, Indiana; Edward A. Kelly, Illinois; Edward A. Kenney, New Jersey; George G. Sadowski, Michigan; John A. Martin, Colorado; Edward C. Eicher, Iowa; Theodore A. Peyser, New York; Thomas J. O'Brien, Illinois; Henry Ellenbogen, Pennsylvania; Herron Pearson, Tennessee; Jerry J. O'Connell, Montana; George B. Kelly, New York; Lyle H. Boren, Oklahoma; Gardner R. Withrow, Wisconsin.

REPUBLICANS—Carl E. Mapes, Michigan; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Homes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana.

**In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

HOUSE PATENTS COMMITTEE*

Committee Clerk: E. F. Naulty

DEMOCRATS — William I. Sirovich, New York, chairman; Fritz G. Lanham, Texas; Braswell B. Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles Kramer, California; Graham A. Barden, North Carolina; John L. McClellan, Arkansas; Frank W. Boykin, Alabama; William B. Barry, New York; William P. Connery, Jr., Massachusetts; John McSweeney, Ohio; Edwin V. Champion, Illinois.

REPUBLICANS—Fred A. Hartley, Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolverton, New Jersey; Karl Stefan, Nebraska; Robert Luce, Massachusetts.

PROGRESSIVE—Thomas R. Amlie, Wisconsin.

FARMER-LABOR — Dwight W. Johnson, Minnesota.

**In which copyright legislation originates.*

U. S. CAPITOL

Senate Office Bldg. } *Telephones*
House Office Bldg. } *NAtional 3120*

for voluntary codes containing provisions relating to fair competition, child labor, and hours and wages under jurisdiction of the Federal Trade Commission.

S-1077, a bill by Senator Wheeler, offered Jan. 22, which would reconstitute the Federal Trade Commission and which would declare unlawful unfair or deceptive acts and practices in commerce as well as unfair methods of competition. The bill is identical with the Wheeler measure which passed the Senate at the last session but died in the House.

Commended by Benson

WHILE no expression on the Copeland food and drugs bill has come from the NAB, John Benson, president of the American Association of Advertising Agencies made public a letter in which he commended the measure but suggested one amendment. He said that the bill was a "very great improvement" over anything yet produced, both as a protection to the consumer and as a measure which accomplishes such protection "with a minimum of handicap to honest business and reliable advertising." He called it a "masterpiece" in that respect.

The method of enforcement by injunction, Mr. Benson said, appeals to the AAAA as being very effective both for the enforcing agency and for the advertiser complained of. Moreover, he said that not making advertising a criminal offense is "a very sensible and fair provision, since advertising is so largely a matter of opinion, and you cannot make a matter of opinion a criminal offense."

Declaring that he hesitated raising an issue about the provision on false advertising in the measure because he did not wish to obstruct its passage in any way, Mr. Benson said, however, that this was the only complaint he had. He said:

"There is one point in your statement of false advertising which seems to diverge from this purpose, and ' might raise some difficulties for the cosmetic industry, and that is the reference to 'beneficial effects thereof,' in Paragraphs 5-a and 5-b, Chapter III, Section 3. Some of the honest cosmetic advertisers feel that this should be limited to the protection of public health, as would be true inferentially in dealing with either drugs or food, as any benefit in the former would mean essentially health, and in the latter essentially nutrition.

"In the case of cosmetics this would not be true, and if you feel that it is fair to do so, we would suggest that you add to the end of Paragraph 5-a and also 5-b—Chapter III, Section 3, the phrase 'affecting public health', making the last clause read, 'which is false or misleading in any particular affecting public health'."

HR-3033, which would amend Section 315(a) would add language requiring each station licensee to keep complete and accurate records open to reasonable publication of (1) all applications for time; (2) of all rejected applications and reasons (3) of additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects; (4) of interference with and substitution of programs on public, social, political, and economic issues and on educational subjects. The FCC would be required to make rules and regulations to effectuate this provision.

Rep. Scott's second bill (HR-3038) relates to free speech and would substitute for Section 326 of the Act the following language:

Sec. 326. Nothing in this Act shall be understood or construed to give the licensing authority the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication. No action, civil or criminal, shall be commenced or prosecuted against any licensee in any court, Federal or State, because of anything said or done in the course of any broadcast on any public, social, political, or economic issue: Provided, That this provision shall not be understood or construed to exempt any licensee from liability for any defamatory, profane, indecent, or obscene language or action broadcast by any officer, employee, agent, or representative of such licensee.

The third bill (HR-3039) would strike out Section 315 of the Act and substitute the following:

Sec. 315. Each licensee of a radio broadcasting station shall be required to set aside regular and definite periods at desirable times of the day and evening for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. When any such licensee permits any speaker on any controversial, social, political, or economic issue to use its facilities during any such period, it shall afford to at least one exponent or advocate of each opposing viewpoint equivalent facilities. The licensing authority shall without any delay make rules and regulations to carry this provision into effect, and in proceeding hereunder it shall appoint and, in its discretion, act upon the recommendations of an advisory committee consisting of disinterested, representative citizens: Provided, That the licensing authority, the advisory committee, and licensees shall have no power of censorship of any kind, nor shall any licensee be subject to liability, civil or criminal, in any State or Federal court for material so broadcast under the provisions of this section, nor shall any license be revoked or renewal refused because of material so broadcast.

Schooner Studio

WHK, Cleveland, is building a traveling studio to be housed in a trailer simulating a prairie schooner to carry out its "Cleveland's Pioneer Station" slogan. The trailer will be ready in two months. Equipment will include microphones, outlets for telephone wires to permit wire transmission of programs as well as portable transmitter. The roving studio also will be used by WJAY, sister station. It will be seen at the Great Lakes Exposition, at schools in northern Ohio and at spot newscasts.

WRECKING of the old Christie studios corner of Sunset and Gower in Hollywood was to be started Feb. 1 preparatory to erecting the new CBS studios in Hollywood.

Philco Renews Carter

BOAKE CARTER, news analyst and commentator, has been signed to a 52-week contract renewal, effective February 22, by Philco Radio & Television Corp. This extension will mark the beginning of the fifth consecutive year of sponsorship under the Philco banner for Carter, and his seventh year on the air as a commentator. He is heard on 23 CBS stations five nights weekly. Hutchins Adv. Co. Inc., Rochester, places the account.

WIBW PUTS YOUR ADVERTISING DOLLAR "IN THE MONEY."

PLAY THE FAVORITE

The favorite radio station of 324,000 radio homes in Kansas . . . the favorite with local, sectional and national advertisers.

NO AUDIENCE HANDICAP

What audience do you want to reach? Farm . . . small town . . . men . . . children . . . women? Whatever it is, just name it and WIBW will show you how best to reach and *sell* it.

OFFICIAL POSTING

Ask any of WIBW's advertisers if they haven't collected big odds whenever they put their money on WIBW. Ask Montgomery Ward and Co., National Bellas Hess, Dr. Caldwell's Syrup of Pepsin, Allis Chalmers, Aladdin Mantle Lamps, Olson Rug Company, A. B. C. Washers, and a host of others.

REMEMBER

You can't reach Kansas by radio without WIBW.

WIBW—"The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

TWINKLE, TWINKL

The *local* star may be a *little* star t you

home town. ● Radio's local luminaries are the subject of a spec l, *in*

who "knew them when—." Many of these popular local personalit s will

but while they're home, they're tops. ● National advertisers find unusu

exploitation in star local programs. ● Each of these dominant stat ns ho

that stands out—"like a diamond in the sky".

NKLE LITTLE STAR

ar to you, but he is a ball of fire in his own

pecial, *intensified* interest by the home folks

alities will eventually leave for the "Big Time",

nd unusual opportunity for highly profitable

tations has found and developed local talent

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB WNAC	Boston Boston	MBS NBC
WICC WICC	Bridgeport New Haven	NBC NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI KECA	Los Angeles Los Angeles	NBC NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW KEX	Portland, Ore. Portland, Ore.	NBC NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO KJR	Seattle Seattle	NBC NBC
KHQ KGA	Spokane Spokane	NBC NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

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and
Broadcast Advertising

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RADIO TO THE RESCUE

ONCE AGAIN, on an even more extensive scale than during the spring floods of 1936, the broadcasting industry has joined unstintingly with rescue and relief authorities to aid and direct work in the Ohio-Mississippi valley flood areas and to raise requisite funds for the Red Cross. The newest saga of radio's public service was still being enacted as we went to press, but the reports already received and the broadcasts from the stricken zones still coming through periodically as this is written give some idea of the tremendous utility of America's broadcasting stations, large and small, in time of great disaster.

Our fears and sorrow for our broadcasting brethren in the flood areas, some of whom have been entirely washed out and others forced off the air due to power failures, are mingled with pride in the remarkable job they have done and are doing against terrific odds. Here once more is being shown the unselfishness of broadcasters when put to trial, for they are casting aside all thoughts of business and self in their magnificent efforts to aid in the rescue and relief work, to raise funds for the Red Cross, to help one another in picking up and relaying messages and reports from the danger fields. Spontaneous formation of an "inter-city system" of relaying relief messages in the flood area was one of the notable jobs performed. Many a story of heroism on the part of broadcast announcers and operators is already being told, and their work isn't over yet. Nor can we omit mention of the magnificent jobs the amateurs and police radio systems, many tying up with broadcasting stations, are doing.

If there is any lesson to be learned from the crisis growing out of the worst flood in American history, it is that radio knows it must—and does—stand ready to enter the breach in any emergency. Already the Red Cross and local and federal relief officials, not to forget the newspapers, are heaping encomiums upon radio and the men who operate America's radio systems.

For the broadcasting industry, ever on the alert to improve itself, the lesson of the flood also includes a warning that they must equip their transmitting plants with auxiliary power supplies and mobile shortwave equipment and possibly that they should have on hand auxiliary transmitters against sudden need in grave emergencies.

Anyone listening to the heart-gripping accounts and reports and instructions still filling the air out of the stations in and near the flooded areas cannot but be impressed by the magnitude of the task radio has undertaken with only one thought uppermost—safety of life. The story of heroism, danger and personal privation among men at their radio posts is only partially told in this issue; we shall tell more later.

Gold in Rails

FOR TWO years organized railway officials have been listening to proposed cooperative campaigns, but out of scores of auditions not one has hit hard enough to raise an eyebrow or flutter an earlobe.

Whose fault? Maybe the carriers, reputedly conservative in trying anything new. Maybe the auditions, although the powers-that-be in a 100 million dollar industry and the sales genius of several hundred advertising agencies ought to yield dozens of fine program ideas for such a desirable prospect.

Railroads have displayed signs of life in the last year or two, probably because highway and air transport systems were capturing their customers right and left. Having at last stepped up their equipment and service to meet the needs of the day, the rail carriers last year put up some $1,200,000 for a cooperative publicity campaign, three-fourths of which is going into printed media, the rest to public relations. Then there have been drives by the western roads and by individual lines, some of which have included radio.

Freight traffic, of course, can not be stimulated. Folks don't ship boxes because some advertising agency has put over a stimulating piece of copy, but because they have something to send some place. That's an axiom among rail executives. However, it doesn't allow for the goodwill factor. They might well take a few lessons in goodwill promotion from their active competitors, the highway transport system, as evidenced by Greyhound on the West Coast [see article on page 27].

Passenger traffic, on the other hand, can definitely be built up by advertising. Western roads, for example, have been paying for the talent used on a government series promoting national parks, for they realize that the charms of these recreational centers cause thousands to pack their bags and set out via auto, bus, plane or railway for a session with Mother Nature.

Radio, most dramatic of all media, offers railways a chance to dramatize beauty spots by means of a big cooperative campaign. Rates are lower; service is better; schedules are faster; equipment is being modernized. And best of all, there is the chance to develop goodwill and to offset the inducements offered by other transport systems.

The RADIO BOOK SHELF

WITH a color cover page featuring President Roosevelt before a microphone, both otherwise using much the same format as *Readers Digest*, the first issue of *The Commentator*, edited by Lowell Thomas and with John B. Kennedy as advisory editor and H. V. Kaltenborn as contributing editor, appeared on the newsstands in latter January. Famed radio names head many of the articles, which cover a wide range of subjects. All articles are original, but the magazine was conceived as "a medium for the men and women who have won wide audiences through the microphone to write what they think without censorship or restrictions of any kind, save space."

CONTAINING the texts of all the discussions on educational radio heard at the Seventh Institute for Education by Radio conducted at Ohio State University last spring, *Education on the Air: 1936* was published last month by the Bureau of Educational Research, Ohio State University ($3). The volume was edited by Josephine H. MacLatchy. In addition to the texts, the book carries a bibliography of literature covering radio education from July 1, 1935, to June 30, 1936, compiled by Keith Tyler.

"Junior Brain Trust"

FOR TWO solid days some 80 sales executives of nearly as many stations figuratively took down their hair in Chicago in talking shop from every angle at the first national session of the NAB sales managers division. There was no concrete action because the group is not endowed with that power. But there was frank discussion, behind closed doors, of fundamental business problems.

Heretofore, there has been considerable criticism of NAB conventions because little allegedly has been accomplished with respect to sales practices and problems. This has grown out of the contention that the delegates themselves have not been prepared and that the spontaneous consideration accorded such issues as rates, discounts, commissions and representation has been inadequate.

At the Chicago sessions the men actually on the firing line were given an opportunity to express themselves. And they did it with a vengeance. Their conclusions will go to the NAB commercial section. It is logical to expect that they will crystallize in the form of resolutions to be offered at the next NAB convention, likely to be held in June at a city yet to be selected.

Sales managers of today will be the station managers of next year. While they do not decide industry policy now, they do contribute much toward it. For that reason, we favor whole-heartedly this new "junior brain trust" of broadcast executives, and we are looking toward some rather unprecedented showings of a new brand of business acumen in the future which will tend to correct some of those abusive business practices that undeniably persist in radio.

We Pay Our Respects To —

EDWARD MONTAGUE KIRBY

ED KIRBY is probably the only man in the South personally producing six major radio shows a week; supervising five more by remote control on the West Coast; providing canvassing literature and sale talks for 3,000 insurance salesmen; heading the Educational Department of the company which distributes information on health, longevity, and safety to the company's two-and-a-half million policyholders and to all others within reach; serving likewise as sales promotion manager of the National Life & Accident Insurance Co., and its 50,000-watt radio station WSM at Nashville.

Occupying such a unique place in both radio and life insurance, Ed Kirby, a former *Baltimore Sun* reporter, moves with quick and quiet decisiveness to carry out these missions. Employing two advertising agencies to supplement his work — C. P. Clark Inc. of Nashville and C. Ellsworth Wylie of Los Angeles — he travels some 20,000 miles a year, carrying with him a portable typewriter that reaches obsolescence every two years, completely battered down from his vigorous pounding.

It was in 1933 that he was picked for his present post by Edwin Craig, chairman of the Clear Channel Group, NAB director and vice-president of the insurance company, being responsible for its entrance into radio 11 years ago. For some time Mr. Craig had been effecting a modernization of insurance methods which he felt had not kept pace with the tempo and adroitness of modern day marketing. He started at the beginning with a new basis for the selection and training of new insurance salesmen who when in the face of a prospect could easily bring the sale to a close. He wanted to go one step further: To help that salesman get into the presence of a prospect, quickly and favorably. For that job he picked Kirby, and Kirby chose radio and its field application to carry the major part of the load.

Results: While Kirby disclaims any major credit, insisting it was a case of "the whole organization clicking on all four", fact is the rate of growth of the insurance company in the last four years has exceeded that of any of the 360 life insurance institutions in the country, rising from a figure of $302,000,000 life insurance in force at the start of 1933, to a level of well over $525,000,000 at the start of 1937.

While the domain of the company reaches from ocean to ocean, its business is centered in 21 states. Kirby immediately abandoned any thought of national media, regarding such as wasteful under the circumstances, and devoted his attention to building a radio-field pattern, hand-tailored to the dimension of the territory.

First move was a series of officially approved college broadcasts from WSM featuring 30 colleges located in the 21 states operated, glorifying with drama and music the human interest side of the educational institution, skillfully designed for alumni consumption. College authorities plugged their own shows in their magazines, inspired alumni smokers and banquets. (For its last show, Ohio State lined up some 150 alumni banquets, Oklahoma sent out 11,000 notices). The series has been presented each fall for three years.

The total number of alumni of the institutions featured was something short of a million, while an average of 200,000 alumni names and addresses were sent field men each fall for personal contact in their communities. Commercials on programs simply declared the insurance company could guarantee to the child the same education the parent received at his alma mater. Notre Dame, S.M.U., Indiana and others adopted Kirby's scripts for their own later use, and the American Association of Alumni Secretaries invited him to address their convention on "Program Building for Alumni Interest".

This smoothly coordinated setup between radio and the man in the field is typical of Kirby's radio thinking. He believes there's too much in radio like the man in Longfellow's poem who "shot an arrow into the air; it fell to earth, he knew not where". He calls his shots before he shoots a heavy appropriation over the air lanes.

Underlying appeal in all his

(*Continued on page 62*)

PERSONAL NOTES

J. P. TURNER, formerly with WJAY, Cleveland, and recently connected with sales in the radio set manufacturing business, has joined the commercial department of WBNY, Buffalo.

DWIGHT NORTHRUP, manager of WTCN, Minneapolis, has resigned.

FRANK A. ARNOLD, onetime director of development of NBC and latterly vice president of the Institute of Public Relations, New York, has been appointed managing director of RCA Institutes' Technical Press, a department of RCA Institutes Inc., RCA radio technical school subsidiary.

WILLIAM J. SCRIPPS, director of radio of the *Detroit News* in charge of WWJ and its other radio enterprises, will sail for Honolulu with Mrs. Scripps Feb. 13 on the *Lurline*, returning early in March. They will first spend a week or more in Los Angeles, leaving Detroit about Feb. 3.

LLOYD H. ROSENBLUM, merchandising manager of WOAI, San Antonio, has been named sales manager in charge of local and regional sales and will continue to handle his present duties. The sales staff has been enlarged.

JOSEPH KILLEEN, assistant manager of WJMS, Ironwood, Mich., and Miss Gertrude LaVigne Wedge, were married Dec. 31.

LIONEL CHILDRESS, formerly with the *Pecos* (Tex.) *Enterprise*, has joined KIUN, Pecos, in charge of advertising.

AL STEPHAN, formerly an attorney of the FCC former clerk of the House Interstate Commerce Committee, who collaborated in preparing the Communications Act of 1934, was married in Portland, Ore. Dec. 30 to Miss Katherine Hart of that city. Mr. Stephan is now regional director of the Portland Bureau of Motor Carriers of the Interstate Commerce Committee. The couple honeymooned in the East in January.

A. W. TRIGGS, member of the sales staff of WIBX, Utica, N. Y., has been named commercial manager. Ken Sheidler, recent Colgate graduate, is merchandising manager.

NORMAN MacKAY, director of advertising and programs for WQAM, Miami, has been installed as president of the Advertising Club of Miami.

FRANK B. WALKER, manager of the transcription department of the RCA Mfg. Co., New York, was to arrive in Hollywood the last week of January for a two-week stay.

IVAN HILL, formerly vice-president of the Walter Biddick Co., Pacific Coast radio station representatives, has joined the promotion department of The Oklahoma Publishing Co., operators of WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs.

CY TAILLON, commercial manager of KGHL, Billings, Mont., has joined the sales staff of KLZ, Denver.

DONALD W. THORNBURGH, vice-president in charge of Coast activities for CBS, Hollywood, late in January was named to the board of directors of the Better Business Bureau and the All Year Club.

HENRY PEARSON of the sales staff of WBAL, Baltimore, has been shifted to WACO, Waco, Tex., in a similar capacity. Both stations are Hearst-owned. Mr. Pearson at one time was associated with WCAE, Pittsburgh, a Hearst station.

M. F. WOODLING has been named manager of KYOS, Merced, Cal., succeeding Don Robbins who resigned in December to join the national sales staff of the California Radio System. Woodling was formerly an announcer-producer and prior to that was with KJBS, San Francisco.

HAROLD HIGGINS, Chicago manager of the Paul H. Raymer Co., radio station representatives, has resigned as of Feb. 15, when he will join the Chicago sales force of WOR. Higgins has been in radio since 1926, serving as manager of WBZ-WBZA, Boston, and was associated with the Raymer organization in New York before coming to Chicago as manager some two and a half years ago.

DON E. GILMAN, NBC West Coast vice-president, was elected president of the San Francisco Commercial Club at the annual meeting Jan. 21.

CHARLES S. HARPER has been appointed manager of KQW, San Jose, Ca., succeeding H. O. Feibig, transferred to the San Francisco headquarters of KJBS-KQW as special representative in charge of national advertising. E. L. Barker was transferred from the San Francisco headquarters to fill the post of sales manager of KQW left vacant by Harper's shift.

JOHN J. KAROL, CBS director of market research, will speak before the Boston Advertising Club Feb. 9 on *Radio Research*. He delivered a similar talk Jan. 20 before the Montreal Advertising Club.

WILLIAM G. (Bill) HAY has left the Chicago NBC network sales department and is being replaced by E. K. Hartenbower of NBC's local sales staff in Chicago, whose place in local sales is being taken by Charles L. Hotchkiss, formerly in advertising agency work on the West Coast. Hay will continue to announce the *Amos 'n' Andy* Pepsodent broadcast.

HECTOR CHARLESWORTH, former chairman of the Canadian Radio Commission at a salary of $10,000, is back in Toronto doing special work for Toronto newspapers. He was retained for a short time in an advisory capacity by the CBC. He was formerly editor of *Toronto Saturday Night*, a national weekly.

ALBERT ERISMAN and Nat Cohen, of WGR-WKBW, Buffalo, have resumed their sales duties after being absent due to illness.

MAJ. JOSEPH T. CLEMENT, vice-president of RCA Mfg. Co., in charge of Washington activities, and Mrs. Clement, became the parents of an 8½ lb. son, John Pinckney 3d, on Jan. 19. It is their second son.

C. W. MYERS, NAB president and president of KOIN-KALE, Portland, and Arthur B. Church, president of KMBC, Kansas City, together with their wives, left Jan. 13 for a month's motor trip to the Pacific Coast and into Mexico.

DON E. GILMAN, vice-president in charge of the NBC western division, was the principal speaker at the annual midwinter conference of the Pacific Advertising Clubs Association at Salt Lake City Jan. 18-19. He spoke on "Organized Advertising—What It Means to Business."

P. K. EWING, vice president and commercial manager of WDSU, New Orleans, attended the Roosevelt inauguration in Washington Jan. 20 as one of the delegation headed by Gov. Leche and Mayor Maestri of New Orleans, which came by special train.

WILLIAM JAMES, city sales manager of Associated Cinema Studios, Hollywood transcription studios, resigned the middle of January to join the commercial department of KHJ, Los Angeles, as a radio account executive.

CHARLES E. MORIN, who formerly managed Package Adv. Corp., San Francisco, has joined the CBS sales department in that city. At one time he was an account executive at KFRC and KJBS, San Francisco.

FRANK BOWES, Yankee Network salesman, has joined WBZ-WBZA, Boston-Springfield.

'Cough of Death': WWJ's Attack on The White Plague

Dramatic Series Strikes Hard In Campaign Against TB

By PAUL de KRUIF
Author of *Microbe Hunters*, etc.

Dr. de Kruif

LAST November the *Detroit News* staged a campaign on its front pages against tuberculosis that is sure to become historic. By a smashing series of 12 front-page stories it urged the city to begin the actual eradication of the white plague, instead of fiddling round at its mere "control". Its ground for its publicity campaign was not mercy, but public economy, and in a uniquely and absolutely hard-boiled way the paper told Detroit's people that it was actually costing them money to die of consumption; that by spending a few hundreds of thousands of dollars now, the community would be presently saving itself many millions.

This newspaper attack, urging Detroit's citizens to arm their death-fighters on the ground of business instead of begging, within fourteen days had an unprecedented success. For the first time in history, a public health organization actually has all the funds it needs to wipe out a major plague, and this event was enormously hastened by the powerful campaign broadcast by the *Detroit News* station, WWJ.

Five-minute programs titled *The Cough of Death* were broadcast daily calling attention to the newspaper series. Without music, verbal introduction, or any other warning a most horribly realistic tuberculous coughing initiated the broadcasts. This was followed by a true story of a TB tragedy, taken from Detroit's hospital records. Then the horror was counteracted by a blunt statement telling how all such tragedy could now be wiped out. If Detroit's citizens were willing.

The Power of Radio

YOUR present reporter perforce makes his living by study of human reactions to true stories of death-fighting adventure. He has never in all his experiences seen any group of humans more profoundly stirred, than on the day when, at a luncheon attended by 60 of Detroit's leading citizens, three of these terrible little cough of death dramas were piped over to the Hotel Statler from WWJ. The program was so realistic that you could almost see TB microbes pouring out of the loudspeaker. The Surgeon General of the United States Public Health Service was present. Also the president-elect of the American Medical Association. These dignitaries, and all present down to the hardest-boiled motor magnate, sat goggle-eyed listening to this drastic method of conveying public information.

It is this reporter's belief that these cough of death programs, as well as the weekly half-hour programs titled *Death Fighters* were immensely more effective than the newspaper stories. Indeed, it is not too much to say that these dramas blaze the way for a mass public education that has the chance to revolutionize the economics of public health. This done, our men against death will for the first time have adequate weapons to begin to wipe out not only TB, but most of maternal mortality and venereal disease. And they can also begin a really effective fight against cancer.

FOR A WORTHY CAUSE — Inspired by a chapter in one of Dr. Paul de Kruif's books on the tuberculosis menace, youthful William J. Scripps, radio director of the *Detroit News* and WWJ, last November undertook to join the newspaper and radio station in a campaign to combat the menace locally—a drive which led to a $1,000,000 appropriation by the Detroit City Council, and to a statewide campaign that gives promise of spreading to national proportions. Radio feature is the program *Death Fighters* for which a choice weekly spot sought by many sponsors is being retained as sustaining, the scripts being written by Mel Wissman, WWJ continuity chief. Above is poster calling attention to articles and radio programs being carried on the newspaper's delivery trucks and at vending corners. The February *Country Gentleman* devotes a long article to the campaign and is urging its spread nationally.

BEHIND THE MICROPHONE

TRUMAN BRADLEY, WBBM, Chicago, news commentator, was the principal speaker at the banquet of the annual convention of Heavy Hardware Jobbers National Association in Chicago, Jan. 28. Bradley was recently forced to decline an offer to become narrator for a newsreel in New York because his contract with Procter & Gamble to broadcast a daily news summary for American Family Soap keeps him in Chicago until June.

VALENTINE SHERMAN, WBBM announcer, has been appointed night operations manager of the Chicago CBS studios and Stan Thompson, former night manager, becomes day supervisor of program operations.

GEORGE CASE, of WCPO, Cincinnati, aided by Marilu Geiselman, is producing four programs for the station, with others in preparation. On Feb. 17 Case starts his eighth year as an announcer.

MIMI RAMER, woman's editor of WOAI, San Antonio, is the mother of a baby girl born recently. Her place was taken temporarily by Vera Rogers.

TED BAUGHN, formerly of WBEO, Marquette, and WJBK, Detroit, has joined WJMS, Ironwood, Mich., as announcer and continuity writer.

ROBERT CUNNINGHAM, program director of Central States Broadcasting System (KOIL, KFAB, KFOR) was in New York in mid-January visiting Mutual network officials and conferring on program coordination.

ED PAULIN, formerly of WROK, Rockford, WOC, Davenport, and WKBB, East Dubuque, has joined the announcing staff of WLS, Chicago.

WAYNE MACK, announcer of WGAR, Cleveland, is the father of a baby girl born Jan. 16.

TED ANDREWS, formerly of KVOO and KTUL, Tulsa, and T. Reid, from KFPW, Fort Smith, Ark., have joined the announcing staff of KWTO-KGBX, Springfield, Mo. Miss Jean Lightfoot, graduate of Missouri U. has joined the continuity staff and also is announcing.

HERB PLAMBECK, formerly agricultural editor of the *Davenport* (Ia.) *Democrat*, has joined WHO, Des Moines, as farm editor and conducts two daily farm and market news broadcasts.

JOHN SHAFER has been promoted from chief announcer of KFAB and KFOR, Lincoln, to assistant program director, under Lyle DeMoss. J. B. Lake steps up to chief announcer in charge of the Lincoln announcing staff.

ARTHUR WHITESIDE, formerly of WBT, Charlotte, N. C., and Frank Burger, formerly of WHAS, Louisville, and WLAK, Lakeland, Fla., have joined the announcing staff of WIS, Columbia, S. C.

AL CHANCE has been promoted from chief announcer of WXYZ, Detroit, to assistant to Production Manager Russell Neff. Chance started in radio at WCCO, Minneapolis, where he produced the *Gold Medal Fast Freight*, and later went to WJSV, Washington, where he was a special events announcer. He joined the staff of WXYZ, Detroit, two and a half years ago.

CLINTON JONES and Thor Benedikz, Los Angeles newspapermen, have joined KEHE as rewrite men for news broadcasts.

EDWARD OVERSBY, former producer at KOL, Seattle, arrived in Los Angeles during January to free lance. He had been an announcer at KHJ in 1929.

EDDIE PEABODY, banjo artist, on Jan. 20 joined KFWB, Hollywood, as a staff producer and also to stage a program of his own.

JOHN S. DAGGETT joined the staff of KFWB, Hollywood, the middle of January to stage a *Junior Broadcasters* program three afternoons a week. He will hold juvenile auditions.

MARITA DAVIS, for ten years secretary to Naylor Rogers when he was manager of KNX, Hollywood, in January joined the Hollywood staff of Ruthrauff & Ryan Inc., as secretary to Cecil Underwood, manager.

WALTER PRESTON, recently representing the New York State Broadcasting System and WINS, New York, in the Chicago area, and previously national sales manager of WIND, Gary, has joined the production department of WBBM-CBS, Chicago. Preston spent several years as WBBM's program director in radio's earlier days, before transfering his activities to the sales end.

FRANK COONEY, formerly a member of the Rodney Boone organization in New York, has joined Hearst Radio Inc., New York, succeeding Stuart Eggleston, resigned.

LEONARD BRADDOCK has rejoined the NBC press department as secretary to Wayne Randall, NBC publicity director.

AVERY-CUTTEN Radio Productions was formed in Hollywood in January at 1589 Cross-Roads of the World to do a program-building business.

DICK CONNOR & ASSOCIATES, newly-formed Los Angeles publicity firm for radio artists, in January moved to 207 Spring Arcade Bldg.

JOHNNY CARPENTER, for eight years with KHQ and KGA, Spokane, as baritone soloist and announcer, has joined the announcing staff of KOIN, Portland, Ore., replacing Keith Kirby. Kirby has headed for the California radio field after spending three years at KOIN.

BERT ARNOLD, traffic manager of WGR-WKBW, Buffalo, is back at his desk after a siege of influenza. Dorothy Carson, of the *WGR Musical Homemakers*, also has returned to her duties after an absence due to influenza.

ODELL CALKINS, former production manager of WKY, Oklahoma City, joined the production staff of WBBM-CBS, Chicago, on Jan. 18.

EMERSON SMITH, for three years an announcer and newscaster on KFAB and KOIL, Lincoln and Omaha, has become commercial manager of WOMT, Manitowoc, Wis. Phil Allen, continuity writer at KOIL, Omaha, is now announcing part-time. Norval Schneringer has been added to the staff of the Central States News Bureau, of KOIL, Omaha, KFAB, Omaha-Lincoln, and KFOR, Lincoln. Schneringer is a graduate of the University of Missouri School of Journalism and has worked on the *Hastings* (Neb.) *News* and the *Broken Bow* (Neb.) *Gazette*. More recently he has been a copywriter for Buchanan Thomas Adv. Agency, Omaha.

HOWARD L. TUPPER, graduate of St. Lawrence U who trained in radio at the college station, WCAD, on Feb. 1 joined the announcing staff of WGY, Schenectady.

BERTRAND MULLROY, formerly of WHA, Madison, has joined WTAQ, Green Bay, Wis., as an announcer.

VANCE BABB, manager NBC press department, Radio City, has been confined to his home since Jan. 21 with influenza. He became ill after covering the inaugural ceremonies in Washington.

BOB HALL, announcer, of WIP, Philadelphia, resigned Jan. 15. Replacing him at WIP will be John Facenda, formerly with Langlois & Wentworth, New York transcription company.

ROBERT DUMM, announcer of KSFO, San Francisco for more than four years, has been made assistant to J. C. Morgan, production manager.

WATSON HUMPHREY has joined the production staff of KYA in San Francisco. He was formerly program manager of KGW-KEX, Portland, Ore.

GENE EMMET CLARK has been appointed assistant-manager of KQW, San Jose, Cal., it was announced by Ralph R. Brunton, general manager of KQW and KJBS, San Francisco. For the past year Clark has been continuity editor and program producer of KQW. Prior to that he was affiliated with KJBS, San Francisco.

Advertisers find in TRANSAMERICAN a broadcasting plan which allows all of their appropriations to be spent for LISTENERS rather than for the MACHINERY of broadcasting.

TRANSAMERICAN'S affiliated radio stations are enjoying increased business through a productive time-selling plan.

Advertising agencies, hitherto involved in a mass of costly agency detail in the handling of broadcasting schedules, now deal with TRANSAMERICAN, wisely and economically placing their business with one contact, one source of responsibility, and one bill.

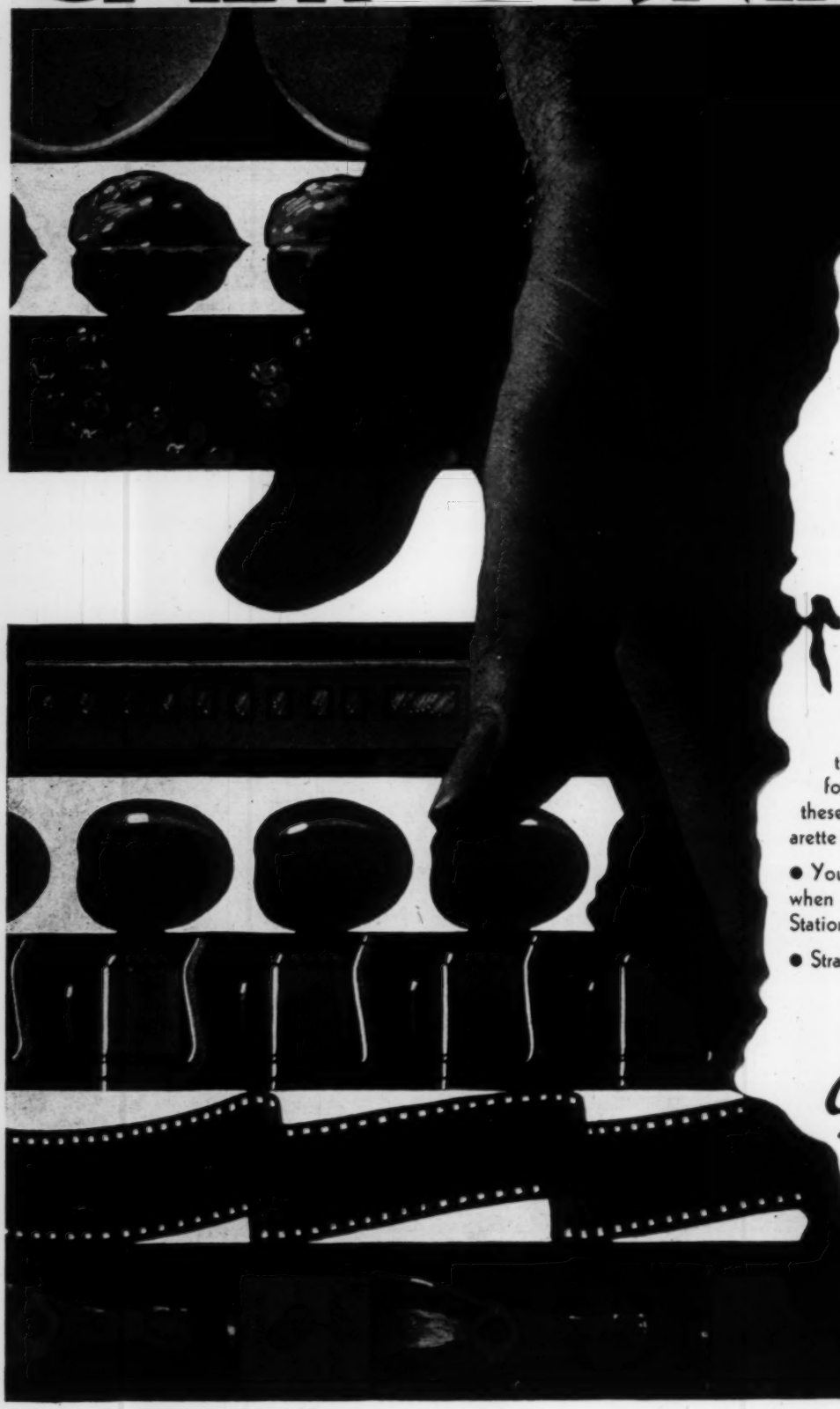
These are all contributions to good broadcasting — the objective to which TRANSAMERICAN is dedicated.

Transamerican Broadcasting and Television Corporation

John L. Clark, President

NEW YORK	CHICAGO	HOLLYWOOD
521 Fifth Avenue	333 North Michigan Avenue	5833 Fernwood Avenue
MUrray Hill 6-2370	STAte 0366	HOllywood 5315

CALIFORNIA *in the*



● Strange people—these Californians. They earn 48% more money. Deposit 68% more savings. Buy 46% more goods at retail. Listen to 33% more radios. Have 66% more telephones. Spend 77% more for amusements. File 71% more income tax returns than the **AVERAGE** American.

● 89% of all retail sales in California are made in cities and towns of more than 2500 population and Don Lee Golden Group radio stations cover ***most*** of those towns and cities.

● And that isn't ***all***. Californians have listened to the Don Lee Golden Group Stations for more than two hundred and eighty thousand ***hours***—for more than fifteen ***years!*** This listening is ***fixed*** by habit. And that's why there's such a ***plus*** in Don Lee performance. It's just as natural to tune in these Stations as it is to reach for a cigarette or hit for the beach on hot afternoons.

● You get most of the best for the least when you use the Don Lee Golden Group Stations to cover California.

● Strange people—these Californians.

DON LEE
Golden Group

KFRC .... *San Francisco*
KDON. *Monterey-Del Monte*
KGDM..... *Stockton*
KPMC..... *Bakersfield*
KDB ..... *Santa Barbara*
KHJ..... *Los Angeles*
KFXM.. *San Bernardino*
KVOE..... *Santa Ana*
KGB..... *San Diego*
KXO..... *El Centro*

Affiliated with
MUTUAL BROADCASTING SYSTEM

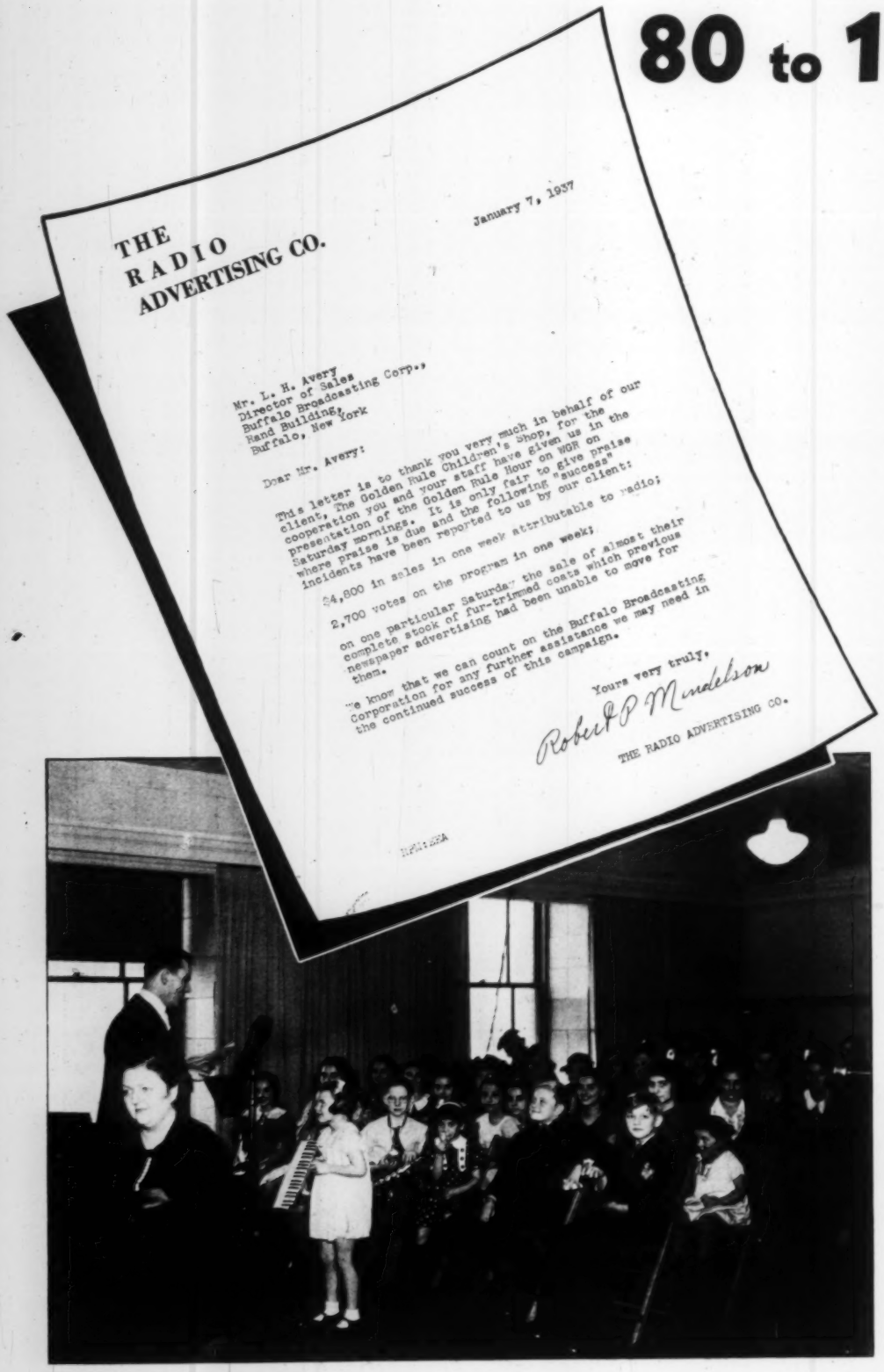
THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG.—NEW YORK
TRIBUNE TOWER—CHICAGO

XUM

Palm of Your Hand

SUCCESS STORIES

80 to 1 RETURN



THE
RADIO
ADVERTISING CO.

January 7, 1937

Mr. L. H. Avery
Director of Sales
Buffalo Broadcasting Corp.,
Rand Building,
Buffalo, New York

Dear Mr. Avery:

This letter is to thank you very much in behalf of our client, The Golden Rule Children's Shop, for the cooperation you and your staff have given us in the presentation of the Golden Rule Hour on WGR on Saturday morning. It is only fair to give praise where praise is due and the following "success" incidents have been reported to us by our client:

$4,800 in sales in one week attributable to radio;

2,700 votes on the program in one week;

on one particular Saturday the sale of almost their complete stock of fur-trimmed coats which previous newspaper advertising had been unable to move for them.

We know that we can count on the Buffalo Broadcasting Corporation for any further assistance we may need in the continued success of this campaign.

Yours very truly,
Robert P Mendelson
THE RADIO ADVERTISING CO.

There's good reason for the overwhelming preference of local advertisers for BBC stations. You can state the reason in a single word "Results".

Local advertisers are familiar with listening habits through their own personal observation. They know what stations and what programs are popular because they are on the spot to make their own observations. It is significant that BBC is first choice for the local advertiser by a wide margin.

National advertisers, long accustomed to following local preferences in the printed medium, will do well to recall results BBC has brought to the retailer.

The Radio Advertising Company, like many other Buffalo advertising agencies familiar with local listening habits, consistently selects BBC stations for broadcast campaigns.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

CARL HAGMAN, formerly of WIND, Gary, and KTSA, San Antonio, as well as newspaper activity and the Texas Centennial publicity bureau, has joined the commercial staff of WNBR, Memphis. Frank Clarke, formerly of the affiliated Commercial Appeal classified advertising department, also has joined the staff, replacing Hammond B. Smith, who has been named manager of WGPC, Albany, Ga.

MURRAY BOLEN, for several years with KFRC, San Francisco, has joined KHJ, Los Angeles, as technician-producer. Bolen and Miss Mildred Bruce, KFRC secretary, were married recently. He was formerly with the *Murray & Harris* team which was long featured on the *Blue Monday Jamboree*, *Happy Go Lucky* and other variety shows.

KEN ENGLUND, New York radio writer, is in Hollywood to do free lance work and a special audition assignment for a projected CBS program.

HAROLD BOCK, Hollywood press representative for NBC, has been appointed chairman of the press committee of the Los Angeles Advertising Club.

PAT FLANAGAN, sports announcer for WBBM, Chicago, is the sole radio member of a committee of sports writers and experts selected by the *Indiana Daily Student* to choose a new nickname for the Indiana athletic teams.

MISS LAURA SATTERWHITE of NBC's Chicago production department and Lester Lee Griffith, NBC announcer, have announced their engagement.

WELBOURN EARL KELLEY a member of the NBC press department, Radio City, for the past year has been transferred to the continuity department.

FRANCIS CHAMBERLAIN, veteran announcer of WNBR, Memphis, and Miss Virginia Collins, singer, have announced their engagement. Tony Benander, WNBR production director, and Miss Katheryn Williams, staff pianist, were married recently.

WILLIAM R. T. NEEL, formerly with Stanley High's *Good Neighbor League*, has rejoined the NBC press department in Radio City.

AUDREY MAYS, for three years with the Shay Advertising Agency, San Antonio, Tex., on Jan. 15 joined the continuity staff of KRKD, Los Angeles. She is the first woman continuity writer to join the station.

LAMAR KELLEY, until recently with the United Press radio service in New York and formerly with Transradio Press and the Press-Radio Bureau, has joined the Federal Educational Radio Project in Washington as information director. He is a brother of Welbourn Kelley, of the NBC press department, who was recently transferred to continuity.

CARLOS DEL PRADO has joined the continuity staff of KEHE, Los Angeles, the middle of January. Besides general assignment, he will do the weekly *Musical Miniatures* continuity for the City Park Board's Sunday program.

WILLIAM ANDREWS, NBC chief announcer in San Francisco, after an attack of influenza which confined him to his home for a week, has returned to the studio.

JAMES DOYLE, announcer-producer of KQW, San Jose, Cal., has returned to his duties after an appendicitis operation.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

Air for All

WTAQ, Green Bay, Wis., welcomes any person who feels he has a message of public interest and allots five minutes of its thrice-weekly quarter-hour *The Air is Yours* for the purpose. The station requires copies of proposed talks two days in advance.

FLORENCE WILDE has been appointed assistant music librarian of KSFO in San Francisco.

PETE PRINGLE, continuity writer at KRKD, Los Angeles, in January joined KNX, Hollywood, in a similar capacity.

HERZBRUN-BACHMAN Inc., Hollywood talent agency, in January became the J. G. Bachman Co., when Jack Bachman bought out the interests of his associate, Walter Herzbrun.

MAL BRATTON has joined the announcing staff of KMTR, Hollywood.

FOREST BARNES, head of continuity for KFI-KECA, Los Angeles, resigned late in January to accept a similar position with American Radio Features, Los Angeles transcription program company.

DICK MOORE, graduate of Notre Dame, and Jack O'Neil, of Northwestern, have joined the announcing staff of WIBX, Utica.

MISS EVELYN SNIFFIN has been appointed secretary to Wayne Randall, NBC director of publicity, succeeding Miss Marguerite Monroe, who resigned to join Great American Indemnity Co., New York. Miss Sniffin was secretary to William S. Hedges until he joined Crosley Radio Corp., Cincinnati, early this year.

Citrus Group to Place

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., late in January started to produce a series of five-minute dramatized commercials in transcription form through the Charles H. Mayne Co., Los Angeles agency, for placement late in April. The sponsors will use the programs for their "Pectin", used in home canning and preserving.

Recording Service Exhibits

COLUMBIA Transcription Service, New York, a division of American Record Corp., celebrated the completion of its newest recording studio at 1776 Broadway, Jan. 21, with an "open house" attended by 150 people in the advertising agency, program building, station and representation fields. A new "Instantite" method of quality recording, utilizing a coated metal disc in place of wax disc, was demonstrated. The new studio, increasing the New York total to three, contains an Estey organ and latest sound effects equipment. The New York office, is under the direction of James T. Mahoney.

NEWS YOU CAN BUY!

IF you're having trouble finding news to sponsor in this territory, we have it. That is, we still have two of our five daily news spots available. Our news programs will be especially adaptable to your product, if you are seeking to reach the farmers and small-town people in South Dakota, Iowa, Minnesota, Nebraska and North Dakota. And don't forget that the coverage of WNAX in the four states surrounding South Dakota, is as important as its coverage in its home state. That is because WNAX is a farm station, with all programs, including the news, styled to a farm audience. We do not have to cater to both a metropolitan and a rural audience. Thus our large following among the farmers in the Northwest. Ask us about detailed information on these news periods.

Representatives
• WILSON
• DALTON
• ROBERTSON

WNAX
YANKTON, S. DAKOTA

570 Kilocycles
5000 Watts (LS.)
Regional Channel

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAM, Rochester

Florida Citrus Commission, Lakeland, Fla. (fruit), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Delaware, Lackawanna & Western Coal Co., Scranton, 9 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Hub Oil Co., Rochester, 6 *sa*, thru Hutchins Adv. Agency, Rochester.
Dodge Bros. Corp., New York (autos), 9 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Drums Inc., Detroit (cleaner), 3 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Radio Guide, Chicago (magazine), weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Fred Fear & Co., Brooklyn (Easter egg dyes), 3 weekly *sa*, thru Menkin Adv. Co., N. Y.
Drackett Inc., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.

WOOD-WASH, Grand Rapids,

Curtiss Candy Co., Chcago (Baby Ruth), 234 *sa*, thru E. W. Hellwig Inc., N. Y.
Durkee Famous Foods Inc., Elmhurst, N. Y., 3 weekly *sa*, thru C. Wendel Muench & Co., Chicago.
Kroger Grocery & Baking Co., Cincinnati (Country Club food), 260 *t*, thru Ralph H. Jones Co., Cincinnati.
Plough Inc., Memphis (Penetro products), 6 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
General Foods Sales Co., New York (Post's bran), 39 *t*, thru Benton & Bowles Inc., N. Y.

KDKA, Pittsburgh

Atlantis Sales Co., Rochester (Coleman's mustard), 48 *sp*, thru J. Walter Thompson Co., N. Y.
Drums Inc., Detroit (cleaner) 26 *sp*, thru C. C. Winningham Inc., Detroit.
Tri-Pak Hosiery Co., New York, 13 *sp*, thru Albert Frank-Guenther Law Inc., N. Y.
Larus & Bros. Inc., Richmond (Edgeworth), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Fels & Co., Philadelphia, 234 *t*, thru Young & Rubicam Inc., N. Y.

KINY, Juneau, Alaska

Solastic Products Co. Inc., Seattle, *sa*, thru Tom Jones Parry Inc., Seattle.
Chamberlain Laboratories Inc., Des Moines (cosmetics), *sp* thru Coolidge Adv. Co., Des Moines.
American Radiator Co., New York, *sa*, thru Blaker Adv. Agency Inc., N. Y.
United States Rubber Co., New York, *sa*, thru Campbell-Ewald Co. of N.Y.
E. C. Atkins & Co., Indianapolis (tools), *sa*, thru Russell M. Seeds Co. Inc., Indianapolis.

KYW, Philadelphia

Iowa Soap Co., Camden (Magic washing powder), daily *sp*, thru Critchfield & Co., Chicago.
Sears-Roebuck & Co., Philadelphia (retail), 5 weekly *sp*, weekly *sp*, thru Lavenson Bureau, Philadelphia.
Abbotts Dairies Inc., Philadelphia, weekly *sp*, thru Richard A. Foley Adv. Agency Inc., Philadelphia.

WGR-WKBW, Buffalo

Ontario Biscuit Co., Buffalo, 6 weekly *sp*, thru Addison Vars Inc., Buffalo.

KGO, San Francisco

Larus & Bros. Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.
Bekins Van & Storage Co., San Francisco, 4 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Lewis-Howe Medicine Co., St. Louis (Tums) 5 weekly *ta*, thru H. W. Kastor Adv Co. Inc., Chicago.
Mutual Benefit Health & Accident Assn., Oakland, Cal. (insurance), weekly *t*, thru National Adv. Inc., San Francisco.
Pioneer Canneries Inc., Seattle (canned clams), 3 weekly *ta*, thru Beaumont Inc., Seattle.
Drackett Co., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Day & Night Water Heater Co., Los Angeles (water heaters), 7 weekly *sa*, thru Hixson-O'Donnell Inc., Los Angeles.

KSFO, San Francisco

Campbell Cereal Co., Northfield, Minn., (Malt-O-Meal) 3 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
GallenKamp Stores Co., San Francisco (chain shoe stores), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *t*, thru Geyer-Cornell & Newell Inc., N. Y.

WIP, Philadelphia

P. J. Ritter Co., Bridgeton, N. J. (catsup), 6 weekly *sa*, thru Geare-Marston Inc., Philadelphia.
New York Sunday Mirror, New York (newspaper), 4 daily *sa*, thru Broad-Smith Agency, N. Y.
Christian Science Publication Committee, Boston (religious), weekly *t*, direct.

KPO, San Francisco

Lewis-Howe Medicine Co., St. Louis (Tums), weekly *sp*, 5 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOR, Newark

California Fruit Growers Exchange, Los Angeles (Sunkist), 2 weekly *sa*, thru Lord & Thomas, Los Angeles.
Ross Co., New York (Winx mascara), weekly *sp*, thru Hudson Adv. Co., N. Y.
Japan Crabmeat Assn., New York, 3 weekly *sp*, thru Maxon Inc., N. Y.
E. P. Reed & Co., Rochester (Matrix shoes), weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.
Longines-Wittnauer Co., New York (watches), 5 daily *sa*, thru Arthur Rosenberg Co., N. Y.
Illinois Meat Co., Chicago (Broadcast corned beef hash), 2 weekly *sp*, thru George H. Hartman Co., Chicago.
Anderson Co., Gary, Ind. (Sleetmaster), weekly *sp*, thru Schwab & Beatty Inc., N. Y.
Breyer Ice Cream Co., Philadelphia, 3 daily *sa*, thru McKee & Albright & Ivey Inc., Philadelphia.
Drug Trade Products Inc., Chicago (Peruna, Kolor Bak), 5 weekly *sp*, thru Benson & Dall Inc., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 5 weekly *t*, thru Benton & Bowles Inc., N. Y.
Rieser Co., New York (Venida hair treatment), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WAAB, Boston

George E. Warren Corp., Boston (Cleercoal), 9 *sp*, thru Harry M. Frost Co. Inc., Boston.
Bayer Co., New York (Calirad), 78 *sp*, thru Thompson-Koch Co., Cincinnati.
Journal of Living Publications Corp., New York, 156 *sp*, thru Schillin Adv. Corp., N. Y.

KMBC, Kansas City

Curtiss Candy Co., Chicago (Baby Ruth candy bar), 5 *sp* weekly, thru E. W. Hellwig Co. Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 12 *sp* weekly, thru Ruthrauff & Ryan Inc., N. Y.

A CANDID SHOT—Of a candid cameraman "shooting" a candid cameraman. Here you see, left to right, J. Buryl Lottridge, KFAB-KOIL, Lincoln-Omaha, chairman of the Sales Managers' Division, NAB; Herb Hollister, manager of KANS, Wichita, with his lens trained on Don Searle, manager of WIBW, Topeka (in prone position). It hasn't yet been ascertained what K. K. (kandid kameraman) Searle was shooting, nor who the third member of the tripartite camera spree happened to be. The lady at the table is Miss Florence Freer, secretary to Mr. Lottridge.

KFBK, Sacramento, Cal.

General Foods Corp., New York (Post's Bran Flakes) 3 weekly *t*, thru Benton & Bowles Inc., N. Y.
Philco Radios, San Francisco, 3 daily *sa*, thru Floortraffic, San Francisco.
Pioneer Canneries, Seattle (Pioneer Minced Clams) 3 weekly *ta*, thru Beaumont & Hohman Inc., Seattle.
Rio Grande Oil Co., Los Angeles (Rio Grande Gasoline) weekly *t*, thru Hixson-O'Donnell Inc., Los Angeles.
M. J. Breitenbach Co., New York (Gudes' Pepto Mangan), 57 *t*, thru Brooke, Smith & French Inc., N. Y.
Pacific Greyhound Lines, San Francisco, *t*, thru Beaumont & Hohman Inc., San Francisco.

WMCA, New York

Pinex Co., Fort Wayne, Ind. (proprietary), daily *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Webster-Eisenlohr Inc., New York (Girard cigars), daily *sp*, thru N. W. Ayer & Son Inc., N. Y.
Canada Dry Gingerale Inc., New York (beverage), 3 weekly *ta*, thru J. M. Mathes Inc., N. Y.
Valmor Products Co., Chicago (Sweet Georgia Brown cosmetics for negroes), weekly *sa*, thru Frankel-Rose Co., Chicago.
Carbona Products Co., New York (soapless suds), 3 weekly *sa*, thru E. T. Howard Co., N. Y.

KDYL, Salt Lake City

Interstate Transit Lines, Salt Lake City, 5 weekly *sp*, thru Beaumont & Homan Inc., Omaha.
Union Pacific Railroad, Los Angeles, 156 *sa*, 12 *sp*, thru Caples Co., Los Angeles.
General Foods Corp., New York (Log Cabin syrup), 13 *t*, thru Benton & Bowles Inc., N. Y.
United Air Lines, Chicago (airplane transport), 26 *sa*, thru J. Walter Thompson Co., Chicago.
Pioneer Canners, Seattle, 27 *ta*, thru Beaumont & Hohman Inc., Seattle.

WNAC, Boston

William S. Scull Co., Camden (Bosco milk amplifier), 28 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Ironized Yeast Co., Atlanta (Ironized Yeast), indefinite *t*, thru Ruthrauff & Ryan Inc., N. Y.
Hathaway Baking Co., Cambridge, Mass. (Hathaway bread), 216 *sa*, thru W. E. Long Co., Chicago.
Fellows Medical Mfg. Co., New York (Syrup of Hypophosphite), indefinite *sa*, direct.
Boston Sunday Advertiser, 1 *sp*, direct.

WBT, Charlotte

Empire Plow Co., Cleveland (plows), 3 daily *sa*, direct.
Statesville Flour Mills, Statesville, N. C., 3 weekly *sp*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
General Foods Corp., New York (Log Cabin syrup), weekly *t*, thru Benton & Bowles Inc., N. Y.
Mantle Lamp Co. of America, Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.
Autocar Co. of America, Philadelphia (trucks), 7 weekly *sa*, thru Jerome B. Gray & Co., Philadelphia.
Next Shaving Cream Co. Charlotte, 6 weekly *ta*, thru Rawson-Morrill Inc., Atlanta.
Swift & Co., Chicago (All-Sweet margarine), 3 weekly *sa*, thru J. Walter Thompson Co., Chicago.
R. G. Hasting Co., Atlanta (seeds), 6 weekly *ta*, thru Freitag Adv. Agency, Atlanta.
American Memorial Co., Atlanta (tombstones), 3 weekly *sa*, thru Groves-Keen Inc., Atlanta.
American Products Co., Cincinnati (Albert Mills Groceries), daily *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
John B. Daniel (Cheney's cough syrup), Atlanta, 26 *sa*, thru Groves-Keen Inc., Atlanta.

RADIO ADVERTISERS

CHICAGO Engineering Works, Chicago (technical schools), is using weekly quarter-hour musical transcriptions in a number of cities to advertise its Refrigeration and Air Conditioning Institute. WOR, Newark, and WTIC, Hartford, have recently been added to the list, which also includes WBBM, Chicago, WTAM, Cleveland, and WJR, Detroit. The account is handled by Critchfield & Co., Chicago.

SENDOL Co., Kansas City (Sendol), through Hogan Advertising Co. Inc., that city, in January purchased the *Jack & Jill* series, which was recorded in Hollywood several years ago, for placement in the midwestern area. The discs were purchased from the Paramount Radio Productions, transcription distributors.

LA CHOY FOOD PRODUCTS Inc., Detroit (Chinese foods), has named Blackett-Sample-Hummert Inc., Chicago, as its agency. The company has had a few spot announcements on WXYZ, Detroit, but is not planning any further radio activity until summer, when broadcasting and other media will be used to promote a new product to be introduced at that time.

ELIZABETH ARDEN, New York (cosmetics) has placed its advertising account with Cecil, Warwick & Cecil Inc., New York.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints) has signed Smiling Ed McConnell, who broadcasts for Acme each Sunday afternoon on the NBC-Red network, for two more years, beginning Sept. 1, 1937, when his present contract expires at the end of his fifth year with the company. Henri, Hurst & McDonald Inc., Chicago, has the account.

CORZON Corp., Chicago (Corzon cold tablets), scheduled to start its *Time to Sing* jam sessions on WBBM, Chicago, Jan. 11, ran into time-clearing difficulties and moved to WENR and WMAQ, Chicago, starting on Jan. 18. Program, broadcast for 15 minutes, Sunday (WMAQ) and Mon., Wed., Fri., (WENR) for 13 weeks, is placed through Chicago office of Ruthrauff & Ryan Inc.

LIBBY, McNEIL & LIBBY, Chicago (evaporated milk), on Feb. 1 starts a series of two Spanish announcements weekly on KMTR, Los Angeles (instead of KGFJ as previously announced), placed through J. Walter Thompson Co., Chicago, and Roesler & Howard Inc., foreign language station representatives.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), has moved its *Kennel Club of the Air*, quarter-hour weekly program featuring Bob Becker, outdoor editor of the *Chicago Tribune*, from Tuesday to Friday, 8-8:15 p. m. CST, on WGN, Chicago. Program is placed through Henri, Hurst & McDonald Inc., Chicago.

GAFFERS & SATTLER, Los Angeles, makers and distributors of stoves, and refrigerators, late in January signed with KFWB, Hollywood, for 26 programs of the new Gus Edward's *School Days of the Air* starting early in February.

MARCO DOG FOOD Co., Los Angeles, on Jan. 16 switched its *Juvenile Revue* from KHJ, Los Angeles, to KNX, Hollywood. I. F. Wallin & Associates handles the account.

MARVIN HARMS has resigned as advertising manager of Premier-Pabst Sales Co., Chicago (Pabst beer), to join the Chicago staff of Young & Rubicam Inc., as contact man. Mr. Harms will leave his present post about Jan. 15, and will spend a month in the agency's headquarters in New York, returning to Chicago about the middle of February. Premier-Pabst has not yet appointed a new advertising manager.

Nelson Succeeds Barrett

F. P. (Pete) NELSON has been appointed radio time buyer in the Chicago office of Blackett-Sample-Hummert Inc., succeeding R. J. (Bob) Barrett Jr., who resigned to become manager of the Chicago sales office WOR. Nelson, who has been a salesman for the Mutual Broadcasting System for the past year and who was previously on NBC's Chicago sales staff, where he handled the Blackett-Sample-Hummert business, worked under Hill Blackett last summer, when MBS loaned him to the Republican National Committee to aid the party's time buying activities. Succeeding Nelson at MBS is George W. Harvey, who comes from the sales staff of WGN, Chicago, and who previously was with *Motor Mazagine*. Harvey took over the accounts formerly serviced by Nelson on Jan. 25.

MELO-RIPE FRUIT Co., Boston (bananas), has spotted 26 participations in the *Gretchen McMullen Household Broadcast*, twice weekly, Tuesdays and Thursdays, a. m., Feb. 2 to April 29, thru BBDO, New York, on two Yankee stations, WNAC and WEAN.

BISCEGLIA BROS., St. Helena, Cal., (wine), which recently appointed the Dake Adv. Agency, San Francisco, to direct its Pacific Coast advertising, is making up its advertising budget for 1937 and along with other media is considering use of radio in a late fall campaign.

THE cooperative *Marjorie Mills Hour* on 6 CBS New England stations (WEEI, WORC, WDRC, WPRO, WMAS, WLBZ) with a twice-weekly half-hour period is now being placed by Broadcast Adv. Inc., Boston.

ATLANTIC STATES GAS Co., New York (liquefied natural gas) has appointed Kimball, Hubbard & Powel Inc., New York, as advertising counsel. The Mohawk Gas Co. and East Penn Co., operating in northwestern New York and eastern Pennsylvania respectively, are subsidiaries of the parent company. Spot radio will be used on behalf of these firms in their individual territories.

VICTOR BREWING Co., Jeannette, Pa., has named Mumm, Romer, Robbins & Pearson, Columbus, to service its account.

MASSACHUSETTS Sport Association is sponsoring *Sports Review*, with Jay Wesley, on WEEI, Boston, on a 13-week, six-per-week, daily three-minute schedule. Agency is Harry M. Frost Co., Inc., Boston.

W. & J. SLOANE, Washington furniture store, on Feb. 1 will start a weekly quarter-hour on WJSV, Washington, offering a series of teas in the station's studios with Betty Hudson as hostess. Guest artists and orchestra will be used. Capital social figures will assist Miss Hudson. Lewis Agency Inc., Washington, is agency. The store will continue its spot campaign on the WJSV Betty Hudson cooperative program.

STATESVILLE FLOUR MILLS Co., Statesville, N. C., has started a series of three ten-minute periods a week on WBT, Charlotte placed through J. Carson Brantley Adv. Agency, Salisbury, N. C.

UNITED AIR LINES, Chicago, is preparing a spot radio campaign to advertise its transportation facilities. Harold Crary is advertising manager.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS

LIST OF SPONSORS CURTAILED BY WLS

A DEFINITE policy of curtailing the number of commercial programs it will carry in the future, as a means of increasing listener interest and making the fewer commercials more productive for the advertisers, is being pursued by WLS, Chicago, according to Glenn Snyder, manager.

In announcing a rate increase several weeks ago, which became effective Dec. 15, Mr. Snyder brought out that the station was embarking on its new policy coincident with the rate increase.

"As a policy," he said, "it is the plan of WLS to curtail the number of commercial programs it can carry in the future. We believe that with more sustaining programs, the interest of listeners will be increased and the station made more productive, and of even greater value to its fewer number of advertisers."

As the basis for the increase, WLS made public an analysis of the station's "known" coverage. Calling this a new departure in measuring station coverage, Mr. Snyder said it determines where WLS can be heard by showing, through letters from listeners, the area in which it is listened to and the percentage of known listeners in that area in ratio to radio homes. There was a county count of the 1935 mail from all counties from which five or more letters per 100 radio homes were received. This was called the WLS major coverage area.

Guests of Alfalfa

AMONG the radio figures attending the annual dinner of the Alfalfa Club of Washington, Jan. 16, were: Anning S. Prall, E. O. Sykes, Norman S. Case, Thad H. Brown, Hampson Gary, T. A. M. Craven, Andrew D. Ring, George Porter and James B. Reynolds, FCC; Harry C. Butcher and Mefford R. Runyon, CBS; Frank M. Russell, NBC; Walter Damm, WTMJ; William S. Hedges, Louis Crosley, WLW; Donald Flamm, William Weisman, WMCA; Emile Gough, Hearst Radio Inc.; William J. Scripps, WWJ; Roy Roberts, WDAF; Col. Manton Davis and Frank Wozencraft, RCA; Louis G. Caldwell, John W. Guider, John M. Littlepage, Duke M. Patrick; Dan B. Read, WTIC.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

The point that makes WDRC's prosperous potential audience of 1,270,000* so valuable to advertisers is the QUALITY of this circulation.

*If you have not received a copy of WDRC's new brochure, write for it at once.

Basic Network Station of the Columbia Broadcasting System

Thank You Mr. Webster!!

WEBSTER defines the verb "cover": To overspread or overlay; enwrap; to suffice or compensate for; to accomplish; to pass over, as a space or distance; to spread or extend over something.

There is our sales talk, plus the fact that WBAL offers outstanding national and local programs.

And at the lowest cost per listener of any station in Maryland.

WBAL

Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

AGENCIES AND REPRESENTATIVES

PAUL RAYMER Co. has been named national representatives of WWJ, Detroit, which has withdrawn Harry Betteridge from its New York sales office and made him assistant to Easton Woolley, WWJ manager, in charge of national sales.

FURGASON & ASTON, New York, station representatives, has been reappointed national sales representative for WJAS and KQV, Pittsburgh, both owned by H. J. Brennan.

EHLINGER & HIGGS Inc., Tulsa agency, has changed its corporate name to Stanley J. Ehlinger Advertising.

HARRY L. STONE, president of Stone & Lasky Inc., Boston, has resigned to join H. L. Moore Co., Boston.

JIM COOK, one-time assistant manager of the NBC publicity department in Chicago, has joined Edward Dreier Inc., Grand Rapids agency, as publicity man. Cook left the West Michigan Tourist and Resort Association but will continue to look after publicity on the account, which is handled by Dreier.

PARIS & PEART Inc., New York, has opened a Detroit office at 428 New Center Bldg. Melville W. Smith, who has been associated with the New York office for a number of years, is in charge.

GEORGE J. KIRKGASSER & Co., Chicago agency, has changed its name to Kirkgasser-Drew Inc. Leslie A. Drew is treasurer of the company.

HERSCHELL WILLIAMS, recently a member of the radio production staff of J. Walter Thompson Co., New York, has joined Benton & Bowles Inc., New York, in a similar capacity.

BASIL LOUGHRANE, from the Chicago radio department of Lord & Thomas, is in Hollywood for several weeks in connection with production of the *Amos 'n' Andy* and the *Lum & Abner* programs.

HOWARD RAY, for the past year national radio manager for the Townsend Plan, has opened his own advertising offices at 918 South Olive St., Los Angeles, where he will operate as an advertising counsellor, specializing in medical copy.

JACK PEGLER, from the New York radio office of Lord & Thomas, arrived in Hollywood late in January.

WILLIAM RAMBEAU, Chicago station representative, addressed the Des Moines Advertising Club recently.

JOSEPH HERSHEY McGILLVRA, station representatives, on Feb. 1 moves to larger quarters at 366 Madison Ave., New York. The New York office previously was located at 485 Madison Ave.

• SPOT *your* **SPOTS**

—on WSOC, the friendly station. They DO listen! They DO BUY! These Carolina friends of WSOC.

Invest your spot dollars where all of the odds are in YOUR FAVOR! Wire! Write! Call!

WSOC Charlotte, N. C. an NBC Affiliate

Joins Transamerican

Mr. Ernst

HUGH C. ERNST, formerly with the National Cash Register Co. and the Victor Talking Machine Co. in a sales promotion capacity, has joined the New York office of Transamerican Broadcasting & Television Corp., station representatives and program producers, to engage in the creation and promotion of radio sales and merchandising ideas. Mr. Ernst managed and developed such artists as Paul Whiteman and Morton Downey, and for some time he was Chicago manager of the NBC Artists Service.

CRAIG & HOLLINGBERY, station representatives, on Feb. 1 begin representing WHAM, Rochester, in both the New York and Chicago areas. Heretofore, the firm has represented the clear channel station in New York only. The firm also has added WIOD, Miami, for Chicago representation.

ALLIED ADVERTISING AGENCIES Inc., Los Angeles, has established an office in the Russ Bldg., San Francisco, under direction of Frank Oxarart, transferred from Los Angeles.

WILLIAM EBERSOLE, at one time manager of KMPC, has joined Raymond R. Morgan Co., Hollywood radio agency.

TWO executives have been added to the commercial division of Doremus & Co. Inc., Boston, Watson M. Gordon, formerly advertising manager of S. D. Warren Co., and Nathan W. Edson, formerly with Bliss Fabyan & Co. Thomas Aitken, formerly with Kelly, Nason & Roosevelt Inc., San Francisco, has been made production manager of Doremus & Co., in that city.

DANNY DANKER, radio producer and talent buyer in the Hollywood office of the J. Walter Thompson Co., and associated with that agency for 12 years, has been named a vice-president.

THE Chicago office of Batten, Barton, Durstine & Osborn Inc., which has been located at 221 N. La Salle St., will move about Feb. 1 to the Palmolive Bldg., 919 N. Michigan Ave., where it will occupy the entire 34th floor and the west half of the 33d floor.

RICHARD WEILL has been appointed radio continuity editor of Raymond R. Morgan Co., Hollywood radio agency.

JACK VAN NOSTRAND, former production manager of KFRC, San Francisco, and lately free lancing in Los Angeles, on Jan. 20 was added to the local radio staff of Lord & Thomas, Los Angeles.

ED BOWERS, for the last three years radio director in the Chicago office of N. W. Ayer & Son Inc., has resigned as of Feb. 15 to assume the position of Chicago manager of the Paul H. Raymer Co., radio station representatives, succeeding Harold Higgins, who will join Bob Barrett in the newly-opened Chicago office of WOR on that date.

RICHARD MARVIN, Chicago radio head of the J. Walter Thompson Co., is spending a month in New York, handling the production of the *Nash-Lafayette Speed Show* during the absence of A. K. Spencer, who has been sent temporarily to Hollywood. Buckingham Gunn is replacing Marvin in Chicago.

NORMAN V. FARRELL, well-known in New York advertising circles and former eastern manager of the *Burroughs Clearing House Magazine*, has joined the New York sales force of Weed & Co., radio station representatives.

T. V. BRAUN Co. was formed in Los Angeles during January in the Edison Bldg. It is headed by Ted Braun, onetime head of the Thomas S. Lee Artists' Bureau, who resigned from Lord & Thomas' Los Angeles office to establish his own agency. He had been doing publicity work for L & T in political campaigns. Associated with Mr. Braun will be Rupert Murray, for ten years publicity director of the Los Angeles Chamber of Commerce, and Jean Spear, experienced in local political campaigns.

KELLY, NASON & WINSTEN Inc. is the new corporate name of the former Kelly, Mason & Roosevelt Inc., New York.

McKEE, ALBRIGHT & IVEY Inc., formerly McKee & Albright Inc., Philadelphia, has opened a branch office in RCA Bldg., New York.

ED ROBINSON, heading radio activities of the Stanley Jones Agency, Hollywood, in January became associated with the Ben Rinaldo Inc., agency, in the same city to handle radio contracts.

H. K. CONOVER Co., Chicago, radio station representative, has been appointed exclusive Chicago representative by KXBY, Kansas City.

Blackman Elects

LEONARD T. BUSH and Albert B. Stanford have been elected vice-presidents of Blackman Adv. Inc., New York. Mr. Bush retains the posts of secretary and treasurer of the agency. Richard Compton, president of the agency, also announced that Marion Harper had resigned from the agency and disposed of his stock holdings in the firm to Mr. Compton and other members of the company.

Morgan's NBC Post

IN AN ORDER issued Jan. 23, Lenox R. Lohr, NBC president, announced that Clayland T. Morgan has been relieved of his duties as assistant to the president and appointed director of promotion. Wayne Randall, NBC publicity director, will report to Mr. Morgan instead of Mr. Lohr as in the past. Mr. Morgan in turn will report directly to the president. All other phases of the publicity department setup as announced last September remain the same.

When You Plan On Building A House, You Don't Call In A Shoemaker!

Certainly not! You call in the best building contractor that you can find. One with a reputation for honesty, experience, fair prices and a record of achievement in his chosen profession.

When you plan on producing a custom built radio program, you want to know that the organization you consult is qualified through years of experience, knowledge of showmanship, keen judgment of entertainment values, and is expert in the field of electrical transcription production.

The facilities of Transco's long established organization are at your disposal. We invite your inquiries.

•

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street • • CHICAGO OFFICE 666 Lake Shore Drive

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC. ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES • SEATTLE • SAN FRANCISCO

TRANSCRIPTIONS

RADIO programs division of the Walter Biddick Co., Los Angeles, on Jan. 20 started to produce a series of 26 half-minute dramatic commercials on transcriptions for optometrists.

WATCH TOWER BIBLE SOCIETY, Brooklyn, N. Y., has transcribed 18 of the Judge Rutherford talks at the Hollywood sound studios of Associated Cinema.

CHARLES E. MEREDITH, Chattanooga, has been named Southern sales representative for Mertens and Price, Inc., Los Angeles transcription program producers.

DAVISON-PAXON, Inc., Atlanta, Ga., dept. store and a subsidiary of R. H. Macy Co., New York, in January purchased 52 half-hour Bible stories under the caption of *The Sunday Players* for placement on Atlanta stations. The transcriptions were produced by Mertens & Price Inc., Los Angeles.

THE *Buried Treasure* series written and directed by A. A. (Bert) Butterworth, who conducts his own radio agency in Los Angeles, and which is now on Los Angeles stations as a live program, will be transcribed in February as a recorded series for eastern distribution.

RADIO RECORDERS Inc., Hollywood transcription studios, moved to its new quarters at 972 N. Western Ave. the middle of January, but will also maintain its former studios on N. Bronson St. until early in the summer. The studios in February will inaugurate a new air check and acetate department.

NEW subscribers to the WBS library are: 4BC, Sidney, Australia; WSMK, Dayton; WCAX, Burlington, Vt.; WSAU, Wausau, Wis.

DISASTER — KHJ and Don Lee were on the job Jan. 12 when a Western Air Express plane crashed on a hilltop near Newhall, Cal. [BROADCASTING, Jan. 15]. Here are (left to right) Paul Dudley, writer-announcer, T. Ragland, technician, and Stuart Wilson, commentator, broadcasting details of the crash from a shortwave outfit set up in a barn.

KASPER-GORDON STUDIOS Inc., Boston, radio productions, will open a New York office and is enlarging its Boston studios. Albert R. Moore Jr., graduate of the Northeastern College, Boston, has joined the instantaneous recording staff.

RADIOAIDS Inc., Hollywood, announces that the transcription series it is preparing for Kindly Optical Co. is not titled *The Eyes of the World*, as published in BROADCASTING Jan. 15 on the basis of information furnished by the company. No name has been selected for the transcriptions.

NEW clients of NBC *Thesaurus* are WJRD, Tuscaloosa; WMFD, Wilmington, N. C. Renewals include WTAD, Quincy, Ill.; KDYL, Salt Lake City; WAAT, Jersey City.

Course in Advertising

HENRY SELINGER, account executive of Blackett-Sample-Hummert Inc., Chicago, has been chosen to speak on "Radio as an Advertising Medium" before the group of young advertising men and women who have enrolled for the course, "Careers in Advertising", to be given this spring by the Chicago Federated Advertising Club. Designed to give a rounded picture of the entire field of advertising to young people holding minor positions in the advertising profession, the course has been planned by Arthur E. Tatham, advertising manager of Bauer & Black and chairman of the CFAC's educational committee, with the assistance of Lloyd D. Herrold, professor of advertising at Northwestern University, and Elon G. Borton of LaSalle Extension University. Eighteen experienced advertising men, including six advertisers, five agency executives, five media men, and two research experts, will address the group and lead discussions. The class will meet from 6:15 to 8 each Monday evening from February 1 to May 3.

Longine Using Spots

LONGINES-WITTNAUER Co. Inc., New York (Longine watches) through Arthur Rosenberg Co., New York, has signed a 52-week contract to sponsor the evening "peep" signals on WOR beginning March 14. Sponsor will be heard from 7-11 p. m., every hour on the hour, seven days a week. Longines was one of the first users of radio time signals and at one time was given free time on old WJZ for its time service.

Standard Radio to Start Road Safety Disc Series

A SERIES of 48 one-minute transcriptions *Fools of the Highway* will go into production early in February at Standard Radio Inc., Hollywood, using studios of Recordings Inc. The series was first produced six months ago with the initial sponsorship of the Automobile Club of Southern California over 14 stations south of the Tehachapi. It was taken up as a matter of civic enterprise by motoring organizations everywhere and was even taken by stations in Australia, with the backing of leading civic groups in various cities. As the result of actual usage of the initial series, the new discs will be toned to play down some of the horror and shock angles.

C. C. Mittendorf, sales manager of KFWB, will produce the new series with Carl May, of Warner Bros., as director and with a Hollywood cast. Somewhat similar for air purposes to *And Sudden Death* for periodical readers, the first series produced in May was titled *Death's Diary*.

FRANK FALKNOR, chief engineer of WBBM, Chicago, has invented an amplified tenor banjo with electrical gadgets. It is dubbed the "steam banjo".

We've got the Power and it's going places, that's all.

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

WE'LL TRACK DOWN THOSE ORDERS FOR YOU . . .

When KWK gets on the trail of those many orders that are now escaping you, you may rest assured that we will bring them in quickly and efficiently. In fact, the ease with which we track down new orders would make a bloodhound give up in disgust. No doubt this sounds like bragging, but we are prepared to prove it to your complete satisfaction.

THOMAS PATRICK INCORPORATED

HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

KWK

STUDIO AND PROGRAM NOTES

THE story of the foreign service is dramatized in *America's Flag Abroad*, broadcast by WSM, Nashville, which at present is dramatically relating the President's recent visit to South America and related matters.

WHAT students from foreign lands think of America and Americans is told from their own lips in the new series of *International House Forums* broadcast each Saturday afternoon by WGN, Chicago. The program was conceived by the University Broadcasting Council and is broadcast by foreign-born residents of the University of Chicago's International House.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

NEW on WJMS, Ironwood, Mich., is *Tony's Wake 'Em Up Program*, supposedly coming from Tony's fictitious 5-watt station TEO. Italian dialect humor supplements weather, time signals, and request numbers.

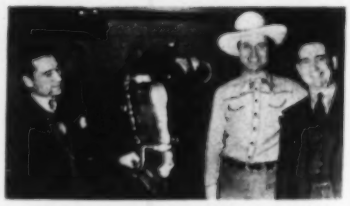
KMPC, Beverly Hills, Cal., in January started a weekly studio series called *Habits of History*. The dramatizations show how eccentricities of historical characters have changed the course of events.

KMTR, Hollywood, has launched a daily program about road conditions, with bulletins from the California Highway Commission office about roads under construction, bridges out, snow blockades, etc. This will be augmented with a Friday motor-tour program, a "places-to-go" idea for the weekend.

A SORT of reader's digest of the air, *The Magazine Man*, was started on KGB, San Diego, during January as a studio sustainer once a week. Joseph Blake, former news commentator, of La Jolla, Cal., does the narration.

KGB, San Diego, Cal., has adopted an informal method of announcing the programs of the evening and following day. Instead of reciting the programs, item by item, they are given informally and through the medium of two announcers discussing the programs by title and telling about the artists and type of program, as well as the time they will be heard.

WITH telephone and telegraph lines down with a 100-mile radius of Springfield, Mo., for two days, C. C. Williford, weatherman, went on KWTO-KGBX in January with special weather flashes every two hours to keep everyone informed on the general situation. This, coupled with seven regular newscasts daily, was the only means of outside communication for more than three-fourths of the towns in the Springfield vicinity for nearly 48 hours.



FIRST "HORSECAST" — In history is the claim of WKY, Oklahoma City. It happened this way: When Gene Autrey, cowboy singing star of the movies, made a guest appearance at WKY Jan. 22 on the Cain's Coffee program, he came with his horse, Champion, tied outside. Gayle V. Grubb, WKY manager, always quick on the showmanship trigger, saw his chance for the world's first horsecast. He was hurried up the elevator and hitched to a main studio microphone. Between songs and patter by Autrey, the pony whinnied, bowed and danced. He went through the 15-minute stanza without embarrasing WKY's nervous staff. Some 400 spectators were in the studio.

WAYNE University, Detroit, is instituting during the spring semester a radio course, "Principles Underlying Effective Radio Broadcasting". Garnet Garrison, director of the radio division, department of speech, will be the instructor. Analytical studies of modern programs through examination of the actual scripts; critical reviews of programs as presented on the air; audience surveys of program popularity and association of sponsor with star and vice versa; and reports of current radio research will be considered supplemented by talks by men in the field and a study of Cantril and Allport's book, *Psychology of Radio*.

FOR THE benefit of fans who like to tune in distant stations, WAAF, Chicago, has started a program of *DX Tips*, information about reception, frequencies of stations difficult to receive and of special programs from abroad, broadcast each Thursday at 4:30 p. m. CST.

KDYL, Salt Lake City, is going in heavy for political broadcasts. Starting Jan. 4 with complete coverage of the gubernatorial inaugural, the station has put legislators on the air frequently and covered the message of Governor Henry H. Blood to the legislators, delivered Jan. 12. The program was exclusive on KDYL and marked the first broadcast ever made of the event. Additional legislative programs are being scheduled.

COMBINED CBS-NBC networks on Sunday, Feb. 21, from 11 to 11:30 a. m. (EST) will carry the second in the series of intercontinental concerts arranged by the International Broadcasting Union at Geneva in the interest of world friendship. The broadcast will originate in Buenos Aires and will be sent out via short waves throughout the world, featuring native Argentinan music.

BEN HARKINS, writer-producer at KFRC in San Francisco, has started a series of thrice-weekly morning programs, billed as *The Irish Minstrel*, and with Elbert Lachelle, organist as his accompanist, offers Irish folk songs.

THE WEDDING MARCH titles a new weekly evening half-hour studio sustainer on KHJ, Los Angeles, and the Don Lee network, with James Bloodworth writing the sketches and Ted Bliss as "toastmaster". The dramatic programs recreate the scenes which led up to proposals and marriage by Los Angeles young couples. Each sketch is adapted from actual happenings, and with the consent of the parties concerned. The list of the marriage license bureau is used to pick out the couple each week who will furnish the material for the broadcast.

AN EXPERIMENT in a radio program was launched over KHJ, Los Angeles, Jan. 24 with a half hour program Sunday afternoons for 26 weeks with sponsorship by "Smilin' Frankie" Gordon, local clothier and placed through the Milton Weinberg agency. Maxwell Styles, special events director for KMTR, Hollywood, resigned from that station to direct and announce the new Gordon program with the caption of *Help Thy Neighbor*. The series brings unemployed men and women before the microphone in interviews, with the idea of employers phoning in and hiring them during the program. Telephone wires go direct to the microphone when persons call in to offer jobs. Reversal phone charges from out-of-town points are absorbed by the station.

PETER HAND BREWERY Co., Chicago (Meister Brau beer) is sponsoring the *Maple City Four*, one of radio's oldest quartettes, on WENR, Chicago, Saturdays, 6:15-6:30 p. m. (CST). The quartette is made up of Fritz Clark, Art Janes and Leroy Petterson, natives of LaPorte, Ind., the Maple City that gives the foursome its name, and Alan Rice. The three Hoosiers started in radio on WLS in 1925 as a trio and were joined by Rice in 1928. Mitchell-Faust Adv. Co., Chicago, is the sponsor's agency.

KHJ, Los Angeles, has massed its phonograph recordings for the midnight hour seven days a week under the title of *Rhapsody in Wax*.

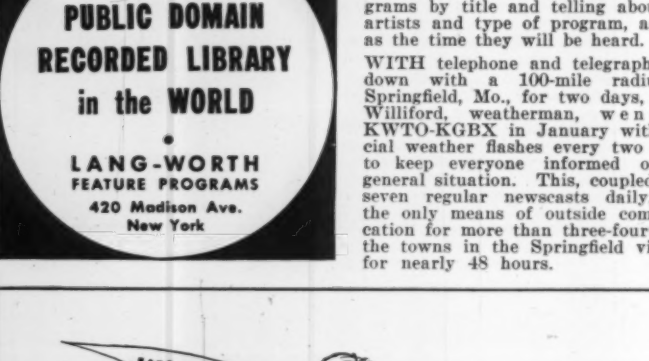
KEHE, Los Angeles, on Jan. 18 announced that it will use no more phonograph records, but will continue to use transcriptions.

A SERIES of round table discussions on dentistry is being broadcast on WJJD, Chicago, each Saturday afternoon under the auspices of the Chicago Dental Society in cooperation with dental schools of Loyola, Northwestern and Illinois universities, whose professors participate in the broadcasts.

A NEW series *Philadelphia Parade of Events* dramatizes over WIP the events of the week as they occur only in Philadelphia. The series is written and produced by Edward Wallace, dramatic director. WIP's acting dramatic staff of 15 has been augmented to 37 for the series. Each program takes 12 hours of rehearsals weekly.

MONTANA broadcasters carried the address of the governor to the state legislature at a recent special session, with the pickup handled by KGIR, Butte. A program featuring the lieutenant-governor and speaker of the house was carried by KGIR later in January with Barclay Craighead, former secretary to Senator Wheeler, as commentator.

WCOP, Boston, has started a weekly series designed to stimulate interest of high school students in school activities and solidify the interests of various schools. The program, a quarter-hour Saturday morning series, has received praise from pupils and parents as well as the state education department. Broadcasts are entirely supervised, arranged and directed by students. Each week one school acts as host and supplies all program features.



Let us "pyramid" your sales in Missouri in 1937

FOR A HAPPY, PROSPEROUS NEW YEAR, USE THE MISSOURI TRIANGLE!

1000 WATTS

VT. N.H.
WNBX
SPRINGFIELD, VT.

CONVERTING THE MOUNTAINEER

WLVA Penetrates Inner Workings of Tobacco Auctions —And Overcomes Hillbilly's Objections—

DOWN in the Blue Ridge Mountains the folks don't go much for new-fangled things—especially the tobacco-farmers, those dour lanky Virginians whose names grace no social register but whose tobacco crops make snuff for up-turned noses.

When Announcer Young and Engineer Heiser of WLVA, Lynchburg, Va., appeared at Booker's Warehouse, the center of the local tobacco market, one early morning not so long ago, with a remote pack and microphone, scrawny necks were turned with suspicion and beetle-brows cast forbidding stares. Young and Heiser were there to make an experimental broadcast of an actual "tobacco break". A client in Lynchburg wanted a broadcast with rural appeal. Production-man Howe at WLVA had an idea. They were going to see whether it would work or not.

The farmers didn't think much of the idea. Their entire season's tobacco crops were on the floor. They figured that new gadget might be a jinx. They didn't care to take any chances. One grizzled mountaineer spoke for the great majority . . . "We ain't wantin' that dang thing around when we sell our terbaccy."

Young was in a hole. In five minutes the air would be his . . . one way or the other . . . and he had 15 minutes of it to fill.

The auctioneer and the buyers were working down a line that would bring them to him about the time he went on the air. Tobacco is piled on the floor in rows, each owner's lot being marked with tags. The buyers work up and down the rows, picking up the leaves, judging it, and calling out the price they will pay. The auctioneer calls out the prices and works for the highest bid. For pure unadulterated noise and chaos it makes the stock exchange sound like a kiddie's nursery room.

The buyers and auctioneer knew what was coming, and shrewdly saw the advantage. When they came within microphone range bidding waxed more furious . . . prices began to creep higher. If farmers listening in heard that the Lynchburg market was paying higher prices than other nearby markets, then the hold-outs would bring their crops to Lynchburg to be sold, and that would benefit both the auctioneer and the buyers. Young had his broadcast. The tobacco-farmers scowled but said nothing.

Following the broadcast phone calls deluged the station. Women called in from the swanky residential sections, farmers from nearby farms. The elite of the city had never heard anything like it. The farmers glorified in it. They wanted more. The merchants loved it, for it brought more farmers with crops to be turned in ready cash into town. The client bought it, carte-blanche.

FINEST LEAF — Announcer of WLVA describes a choice roll of top-price tobacco at the tobacco auction. Engineer Heiser, in center, looks on.

The farmers on the floor soon realized that to have their tobacco auctioned when the buyers and auctioneer were on the air, meant higher prices. The scowls changed to pleas. Wouldn't Mister Young please put that contraption near their tobacco?

The client and Production-man Howe were more than satisfied. The client had a broadcast with entertainment appeal, with hot news appeal to the farmers who were getting first-hand tobacco prices, and with human interest appeal when the farmers, their first suspicions and fears allayed, became fervent interviewees. Howe had a ready-built three ring show which couldn't be duplicated in a studio, possessing color, listener-interest, and real sales-possibilities.

Today the *Tobacco Broadcasts* rank No. 1 among WLVA's remote jobs.

WILBUR EICKELBERG, on taking over his managerial duties at KFRC in San Francisco Jan. 12, announced he would give the major part of his attention to sales promotion, working in collaboration with Ward Ingrim, sales manager. William Pabst, assistant station manager, will be in charge of production.

Women's National Radio Group Elects Officers

WITH Mrs. Yolanda Mero-Irion, retired concert pianist and founder of the Women's National Radio Committee, elected as 1937 chairman of the organization, officers for 1937 have been elected and the periodical *Radio Review* will be continued, it was disclosed late in January at New York headquarters. Mrs. Mero-Irion succeeds Mrs. Harold Vincent Milligan, who becomes chairman of the publications and publicity committee.

Other officers for the year are Mrs. Ruth Haller Ottawaym, past president of the National Federation of Music Clubs and president of the National Council of Women, first vice-chairman; Mrs. Edgar B. Meritt, radio chairman of the General Federation of Women's Clubs, second vice-chairman; Miss Helen Havener, publicity chairman of the International Federation of Business and Professional Women, recording secretary; Mrs. Francis D. Pollak, of the National Council of Jewish Women, treasurer; Mrs. Jesse M. Bader, of the Council of Women for Home Missions, Mrs. Ella Boole, president of the W. C. T. U., Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, and Mrs. Samuel Spiegel, president of the Women's League of the United Synagogue, members-at-large.

FRED MacMURRAY, screen star, has become the master of ceremonies of the Campbell Soup Co. *Hollywood Hotel* on CBS, succeeding Dick Powell. He also assumes some of the singing roles.

Phillips Food on CBS

PHILLIPS PACKING Co. Inc., Cambridge, Md. (canned soups & foods) on Feb. 17 will start its first network program on 31 CBS stations, Wednesdays, Thursdays, Fridays, 1:30-1:45 p. m. Time is contracted for 52 weeks and program will feature *George Rector* in a series of food talks with recipes. Mr. Rector recently joined Phillips Co. as an authority on the preparation of foods, and at one time was on the air for Great Atlantic & Pacific Tea Co. The program will only be heard in Middle Atlantic and Southern states. Heretofore sponsor has used spot radio extensively. Blackman Adv. Inc., New York, has the account.

Hello!
JOHN ESTY
OF WM. ESTY & CO
WMBD doesn't sell just station time and, in turn, deliver more kilocycles and watts. No sir, with station time goes the famous WMBD personal service and co-operation. And, in turn, results that you'll be proud to show your clients. We boast that this station carries more national and local advertising than any other station its size in a market of its size. We've been making that boast, publicly, for months—and still no one has denied it! But, "actions speak louder" with us. Just send us your orders—and we'll prove it!
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

$52,000,000
IN TOBACCO ALONE
OHIO
INDIANA
KENTUCKY
LOUISVILLE
WHAS
THROUGH WHAS—THE KEY TO THE HEART OF ONE OF AMERICA'S RICHEST MARKETS—THIS TREMENDOUS BUYING POWER IS YOURS TO TAP. KENTUCKY TOBACCO FARMERS RECEIVED 58% MORE CASH IN THIS YEAR'S MARKET THAN LAST YEAR, ALTHOUGH THE CROP WAS 26% SMALLER.
WHAS
THE COURIER-JOURNAL AND LOUISVILLE TIMES
WHAS • REPRESENTED BY EDWARD PETRY & CO.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

Revised Basis of Signal Ratio Urged At Session of Engineers and Lawyers

LOOKING toward the day of "high-fidelity" reception, when radio receivers will be capable of reproducing signals of stations with higher quality, a group of some 30 radio engineers and lawyers at an informal discussion at the FCC Jan. 18 registered in favor of keeping the ratio of desired to undesired signals on adjacent frequencies at two-to-one but on a different basis.

The engineering sessions were presided over by T. A. M. Craven, FCC chief engineer, and Andrew D. Ring, assistant chief engineer for broadcasting, and were called to consider the signal intensity phase for 10 kc. separations between broadcast stations as well as a definition of blanket field intensity. In the case of the latter, involving location of transmitters, no decision was reached because of variable conditions that exist in connection with interference on the higher frequencies as distinguished from the lower.

In agreeing upon a ratio of two to one on desired to undesired signal, the engineers decided that the ground wave rather than the sky wave should be taken into account along with the conductivity of the terrain. That means that in such areas as New England, where conductivity is low, the mileage distances allowed for stations on adjacent channels at 10 kc. separation will be materially cut down whereas in the middlewest and southwest where propagation is good, the mileage separations may not be greatly affected.

By utilizing the ground wave as the interference signal, it was pointed out, there automatically must be taken into account the difference in frequency and propagation characteristics. Mileages separation on the same channel between stations was not considered a part of the discussions but, it was pointed out the allocation survey made by the FCC last year provided data to show that there should be no material change. However, proposed Class E stations, or those projected with 1,000 watts power if protected to the four millivolt line, might be placed at materially reduced separations or at possibly 500 or 600 miles instead of the 1,000 miles recognized today.

In connection with the proposed revised two-to-one ratio, the concensus was that receiving sets built today are very selective but that such selectivity is obtained at a sacrifice of high audio notes. Thus the quality is not what FCC engineers believe will be attained in the future. If an allocation today were based upon present capabilities of sets, then a ratio of less than two-to-one would be possible but it is felt that the new rules should provide for improvement in receivers and in permitting introduction of high fidelity at some future date. With a one-to-one ratio, as proposed by certain of the engineers, it was said that high fidelity on 10 kc. separation would be impossible. In a technical way, it is possible to get the equivalent of a 20 kc. separation by using the 10 kc. frequency width along with an adequate geographical separation. Thus, it was said, by using the revised two-to-one separation with definite provision on mileage separations, the industry can provide for the future by meeting certain prerequisites.

In connection with blanket signals, engineers in attendance suggested that the present standard of 125 to 175 millivolts should be increased to 500 millivolts. FCC engineers, however, brought out that certain factors must be taken into account for the protection of listeners and that responsibility would have to be placed in the event undue blanketing occurs as a result of the location of certain stations in populous areas. They added that there have been many complaints against blanketing caused by stations on higher frequencies located in populous areas. These may result, the engineers stated, from inferior wiring or other electrical conditions, over which the station has no control. It was agreed that every effort should be made to procure the most desirable location for stations so as to work least possible hardship upon listeners in the immediate territory. No decision was reached as a result of the conference as to whether the blanket field intensity signal should be changed.

Those present at the sessions, in addition to Messrs. Craven, Ring, George C. Davis, L. P. Wheeler and R. Asserson of the FCC were H. N. Willets, Western Electric Co.; Louis G. Caldwell and Harold B. Rothrock, Clear Channel Group; P. A. Loyet, chief engineer, WHO, Des Moines; J. H. DeWitt, chief engineer, WSM, Nashville; C. J. Meyers, WGN, Chicago; G. F. Lydorf, WLW-WSAI, Cincinnati; W. S. Hedges, vice president Crosley Radio Corp.; Charles Singer and Edward Content, WOR, Newark; C. W. Horn and Philip J. Hennessey, Jr., NBC; W. B. Lodge and E. K. Cohan, CBS; F. M. Ryan, A. T. & T.; R. E. Poole, Bell Telephone; J. A Chambers and J. C. McNary, McNary & Chambers; R. N. Harmon, Westinghouse Electric & Mfg. Co.; C. M. Jansky and M. M. Garrison, Jansky & Bailey; D. E. Foster and Arthur Van Dyck, and Dr. C. B. Jolliffe, RCA; Paul A. DeMars, Yankee Network; Paul F. Godley, Regional Group, Karl A. Smith and Ben S. Fisher, Washington attorneys, Glenn D. Gillett, Washington engineer; John V. L. Hogan, and Raymond M. Wilmotte, Consulting Engineers.

What! An Accident?

THE field engineering test cars of Fred O. Grimwood, Evansville, Ind., consulting engineer, ran a measured 226,679 speedometer miles without a single traffic mishap. The record was broken, however, when Mr. Grimwood locked himself out of a car in January.

Lutheran Church Series On Mutual Is Enlarged

A COAST-to-coast network for the *Lutheran Hour* was effected Jan. 24, when the 17 Eastern and Mid-Western stations which have been carrying the program every Sunday were augmented by the addition of KFEL, Denver, and the nine stations of the Don Lee Networks. The program, sponsored commercially by the Lutheran Laymen's League, with the cooperation of the International Walther League, is handled by Kelly & Stuhlman Inc., St. Louis agency. It emanates from St. Louis to a network of the Mutual Broadcasting System, the originating station being KFUO, of Concordia Seminary.

The broadcasts, featuring the religious addresses of Dr. Walter A. Maier, professor of history and Old Testament interpretation at Concordia Seminary and noted for his writings and lectures on theological and religious-social subjects, are heard at 1 p. m. (EST) over one group of stations and at 4:30 p. m. over a second group. Stations now broadcasting the *Lutheran Hour* include WAAB, WEAN, WINS, WBAL, WRVA, WCAE, WLW, CKLW, WGAR, WGR, WSM, WISN, WCFL, KSTP, KFAB, KWK, KFUO, KFEL, KHJ, KGB, KDON, KXO, KFRC, KDB, KVOE, KGDM, KPMC.

Schaefer Beer on Air

F. & M. SCHAEFER BREWING Co., Brooklyn (beer) will start its first radio series on WOR, Newark beginning Feb. 7, Sunday, 9-9:30 p. m. Program will have Ray Heatherton, the Symphonettes, guest stars and Leo Reisman's orchestra. The first guest star will be Eve Symington, with Romona the following week. Sponsor had a one-time program on the air in New York a little over a year ago, but this is the first regular series. BBDO, New York, is agency.

DATTER, WHERE'D YOU GIT THAT BRACELET?

Don't worry, Pa. There aren't any sweat shops in Fargo - Susie and all the other woiking goils in town earn enough jack to afford these small luxuries of life.

That's another reason why Fargo is such a swell town for the cosmetic people, the automobile people, the smart people who advertise over WDAY.

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

Affiliated with the Fargo Forum

EQUIPMENT

KALE, Portland, Ore., which recently became the city's third fulltime station, installed a new vertical radiator, towering 342 feet, the highest in Portland. The tower itself is 185 feet high, its base resting on top of the 12-story Weatherly Bldg., studio headquarters. Construction of the transmitter tower was directed by L. S. Bookwalter, chief technician for KOIN and KALE.

THE NEW 5,000-watt transmitter and modern studios of CRCV in the Canadian National Railways Hotel at Vancouver will open Feb. 16, replacing the 1,000-watt transmitter in use many years. The station is located on Lulu Island, and the transmitter will radiate from an antenna towering 400 feet.

JENKINS & ADAIR Inc., Chicago, announces two program and audition monitoring systems said to overcome many of the difficulties usually encountered in such installations.

KGB, San Diego, Cal., during the month of December and January converted its technical equipment to high-fidelity. On Feb. 1 the station will entirely redecorate and refurnish the main studios.

KLAH, Carlsbad, N. M., has installed an RCA 100-E transmitter, together with RCA microphones, amplifiers and monitoring equipment, and a General Radio frequency monitor, it is announced by Jack W. Hawkins, manager.

WJMS, Ironwood, Mich., has installed complete new control room equipment including Gates 1000-B speech input and 70-A RCA turntables. Studios and offices have been remodeled.

INSTANTANEOUS Recording in Plain Language will be published in March by the Universal Microphone Co., Inglewood, Cal. It will be written by James R. Fouch, president and general manager of the firm, and will be illustrated. The book will be for the layman as well as the professional recorder and student, and will stress the limitations and peculiarities of this new giant of sound. In the meantime, *A Treatise on Practical Wax Recording*, by E. E. Barnes, recording engineer of the Universal Microphone Co., early in February will go into its second edition.

New Haven Booster Unit Is Requested by WDRC

EVIDENTLY growing out of the conclusion in the Craven-Ring allocation report that booster stations are desirable under certain conditions, WDRC, Hartford, on Jan. 22 filed with the FCC Broadcast Division an application to erect such an auxiliary outlet at New Haven, Conn. The station, under special experimental authorization, would be operated on 1330 kc. with 250 watts power, synchronizing with the 1,000-watt night and 5,000-watt day WDRC on that frequency.

WDRC is managed and operated by Franklin M. Doolittle, pioneer broadcaster and radio engineering authority. Applications to synchronize in Hartford and New Haven also are pending on behalf of WBRY, Waterbury, operating in the 1500-1600 kc. high fidelity band. McNary & Chambers, Washington consulting engineers, recently received authority to operate an early-morning hour synchronous booster on the 1040 kc. channel used by WBAL, Baltimore, at a location on the outskirts of Washington.

Perfect Plugging

LARRY FISKE, remote engineer for WBBM-CBS in Chicago, went through 1936 without making a single error in operations, although he handled hundreds of programs. Chief Engineer Frank B. Falknor, who almost never operates any equipment, placed second with one error, which occurred when Falknor walked into master control one day and absentmindedly switched off the amplifier feeding a program to the client's audition room.

IN THE CONTROL ROOM

J. DONALD WOODWARD, remote and designing engineer of WGAR, Cleveland, resigned Jan. 18 to become chief engineer of WJIM, Lansing, Mich. Prior to his WGAR affiliation he had been with KDKA, Pittsburgh, and KFI, Los Angeles.

TOM STEVENS, formerly announcer-technician at KRE, Berkeley, Cal., has joined the staff of KSFO in San Francisco as studio engineer. Hasting Pilcher has also been added to the technical staff of KSFO as transmitter engineer, replacing W. C. Gilman, who has been made studio engineer.

C. B. GRAGG has joined the engineering staff of WIBX, Utica, with David Foote continuing as chief engineer.

K. H. MARTIN, formerly with RCA Mfg. Co., has joined First National Television Inc., Kansas City, operating KXBY, as research engineer.

HARRY LUBCKE, director of television for the Don Lee Broadcasting System, Los Angeles, is the father of a baby girl born Jan. 11.

Maxim "Ham" Award

IN MEMORY of their father, Hiram Percy Maxim, the daughter and son of the late Hartford inventor and founder of the American Radio Relay League, national radio amateur organization, announced Jan. 20 the establishment of the Hiram Percy Maxim Memorial Award consisting of $100 in cash and a miniature reproduction of the "Wouff Hong", mythical implement famed in radio lore. The award will go to the "ham" under 21 chosen among the League members in the United States as having made the greatest contribution to amateur radio during the year. The donors are Mrs. John G. Lee, the former Percy Maxim and Hiram Hamilton Maxim.

New CBS Theatre

EFFECTIVE Jan. 27 CBS will take over the Golden Theatre, New York, for commercial programs, releasing the Hudson Theatre in the same city. The CBS salute to KNX and KSFO, broadcast Jan. 2 originated from the Golden Theatre. Hereafter the Golden will be known as CBS Radio Theatre No. 1; the Avon Theatre as CBS Radio Theatre No. 2; Manhattan Theatre as CBS Radio Theatre No. 3. All are located in New York City.

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables

Mackay Radio

NAB Sales Chiefs Probe Problems

(*Continued from page 11*)

turers to mold the stations' program structures, T. F. Flanagan, president of Penn Tobacco Co., Wilkes-Barre, Pa., urged the station executives to develop a local character by building programs and personalities that in turn would build listener loyalty. Loyalty, he added, is based on love, and by giving its listeners programs and personalities for which they can develop a real affection the station can give itself a character that is salable merchandise. Penn's success in radio, Mr. Flanagan said, has been based on buying locally tested programs with ready made audie..ces. Echoing Mr. Barrett's remarks about having confidence in station management, Mr. Flanagan said his company had bought programs they personally did not like because the station recommended them, and added that the station had been right.

Single and Dual Rates

IN ADDITION to the chain-break announcement discussion the afternoon's panel session, headed by J. Leslie Fox, KMBC, Kansas City, included a debate on the single versus dual rate question, with L. H. Avery, WGR-WKBW, quoting his experience in Buffalo to show the advantages of the single rate, and E. Y. Flanigan, WSPD, Toledo, contending that dual rates are a necessity under some conditions. The discussion ended in a tie, with the sales managers lined up just about equally on one side or the other according to their own experiences.

K. W. Church, KMOX, St. Louis, discussed the broad topic of national sales problems and William Cline, WLS, Chicago, warned the meeting against the contingent business and other trick offers made by certain advertisers. Herbert Hollister, KANS, Wichita, pointed out the need for uniform practise in setting up units of sales and frequency discount rates and a committee of K. W. Husted, WCCO, Minneapolis; J. F. Clancy, WTIC, Hartford; William Greenwald, KWBG, Hutchinson, Kan.; and Harry Stone, WSM, Nashville, was appointed to draw up a recommendation. Their conclusions, as previously described, were approved and passed on to the NAB Commercial Section for official action.

Tuesday morning's meeting was opened by James W. Baldwin, managing director of the NAB, who briefly summarized the organization's activities since the national convention last July. Walter Schwimmer, of Schwimmer & Scott, Chicago agency which places a large volume of retail advertising on the air, explained his firm's methods in buying time for the retail advertiser and showed how the station management could cooperate in securing and retaining this type of business. Ed Warner of Ferry-Hanley Advertising Co., Kansas City, continued the discussion of retail advertising, illustrating his thesis that women are so interested in merchandise that a retailer can devote practically all of his time on the air to commercial copy with a minimum of dressing up by playing for the group a recorded program of the *Travels of Mary Ward* series which had produced excellent results although extremely commercial according to the usual standards.

The afternoon panel discussion of local sales problems was led by M. C. Watters, WCHS, Charleston, W. Va., and included, in addition to the impromptu third commission argument, talks by Craig Lawrence, Iowa Network, "Changing Retail Accounts from a Small Announcement Schedule to a Large Program Schedule"; Clark Luther, WOC, Davenport, Ia., "Using Telephones for Local Sales"; William Warner, Colonial Network, Boston, "Showmanship in Local Sales"; Jack Gross, KWKH, Shreveport, La., "What About Selling Street Railways"; Frank Kelly, WHAM, Rochester, "Appealing to Department Stores by Playing Up a Tradition"; and W. B. Greenwald, KWBG, "Keeping a 100-watter Sold Out."

Unanimously enthusiastic over the meeting, which many described as far and away the best they had ever attended, the sales managers collectively and singly expressed their appreciation to J. Buryl Lottridge, KOIL-KFAB, who was largely instrumental in forming the division last summer and who wielded the gavel during the two-day session. Appreciation was also expressed for the work of Mr. Cline of WLS, in making the local arrangements for business and entertainment, and of Florence Freer, Mr. Lottridge's secretary. The press, has no complaints to make, as the press committee, Les Fox, and Lew Avery, WGR-WKBW, extended themselves to give as much news as was permissible.

SOLID SOUTH—Seated at luncheon during the Sales Managers' Division meeting in Chicago are, left to right, Harry Stone, WSM, Nashville; F. C. Sowell, WLAC, Nashville; Mallory Chamberlin, WMC - WNBR, Memphis; John M. Outler Jr., WSB, Atlanta; Jamie W. McIver, WWNC, Asheville, N. C.; C. Allen Lacy Jr., WJAX, Jacksonville.

Argentine Commentator Analyzing World Events On CBS Shortwave Unit

WORLD - WIDE developments of special interest to Latin America are being analyzed daily by Jorge Leal, Argentine commentator, on a new series in Spanish broadcast by W2XE, New York, international shortwave station of CBS, Mondays through Fridays, 6:45 to 7:00 p. m. (EST). W2XE operates in the 21,520 kc. band.

The series was started Jan. 11, and marks the first step in development of Columbia's plans for a schedule of special broadcasts to Latin America which will go into full effect sometime in February when W2XE places in service a new transmitter having ten times the power of its present facilities.

Several South American stations will report the result of such tests while listeners there will be urged to write detailed analyses on strength of signals below the Equator. Columbia's engineering staff, under the direction of E. K. Cohan, also is rushing to completion new directional antennas designed especially for the big transmitter. Until the new equipment goes into operation, CBS will continue to broadcast its full network schedule over W2XE's present facilities, substituting Leal's commentaries, however, for the programs heard in the United States from 6:45-7 p. m.

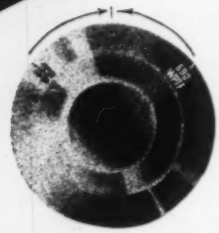
RESULTS! COUNT MOST

Let us acquaint you with our work.

RADIO STATION REPRESENTATIVES NEW YORK CHICAGO

WEED & COMPANY

NOW 2+2=1



SOUNDS IMPOSSIBLE? No, it's right! 2 states, North Carolina and South Carolina plus 2 radio stations, WIS and WPTF add up to just 1 rate.

Buy results in the rich Carolina cotton-tobacco region at the one low rate provided by the Carolina Radio Combination of WIS-WPTF.

WIS COLUMBIA, S. C. 5000 WATTS NBC

The CAROLINA COMBINATION

WPTF RALEIGH, N. C. 5000 WATTS NBC

Represented by Free, Johns & Field

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

WGH
Gives Live Local Representation In Three Prosperous Cities With Studios and Offices in
NORFOLK — PORTSMOUTH —NEWPORT NEWS

Attendance at Sales Manager Parley . .

J. Buryl Lottridge, chairman, KOIL-KFAB, Omaha, Neb.
James W. Baldwin, NAB, Washington.
Herb Hollister, KANS, Wichita, Kan.
Ellis Atteberry, KCKN, Kansas City, Kan.
R. B. Martin, KFAB-KFOR, Lincoln, Neb.
K. W. Pyle, KFBI, Abilene, Kan.
Frank Bishop, KFEL, Denver.
R. S. Bishop, KFJZ, Ft. Worth.
D. A. Kahn, KGKO, Ft. Worth.
W. Carey Jennings, KGW-KEX, Portland, Ore.
Ed Cuniff, KMA, Shenandoah, Ia.
J. Leslie Fox, KMBC, Kansas City.
Arthur Church, KMBC, Kansas City.
Ken Church, KMOX, St. Louis.
C. W. Myers, KOIN, Portland, Ore.
W. W. Warren, KOMO-KJR, Seattle.
Edward Hamlin, KSD, St. Louis.
Craig Lawrence, KSO, Des Moines.
Ray C. Jenkins, KSTP, St. Paul.
Ray Bright, KTRH, Houston.
W. B. Greenwald, KWBG, Hutchinson, Kan.
Jack O. Gross, KWKH, Shreveport, La.
Clair Heyer, KXBY, Kansas City.
William W. Warner, WAAB, Boston.
Norman Boggs, WAAF, Chicago, Ill.
Maurice C. Coleman, WATL, Atlanta.
K. W. Husted, WCCO, Minneapolis.
Mortimer C. Watters, WCHS-WPAR, Charleston, W. Va.
Barney J. Lavin, WDAY, Fargo, N. D.
H. S. Hyett, WEBC, Duluth.
Thomas Gavin, WEBC, Duluth.
Martin Campbell, WFAA, Dallas.
Charles F. Phillips, WFBL, Syracuse, N. Y.
John F. Patt, WGAR, Cleveland.
Lewis H. Avery, WGR-WKBW, Buffalo.
Frank W. Kelly, WHAM, Rochester, N. Y.
John T. Schilling, WHB, Kansas City.
J. A. Wagner, WHBY, Green Bay, Wis.
Wm. C. Webster, WHBY, Green Bay, Wis.
J. L. Reinsch, WHIO, Dayton, O.
H. K. Carpenter, WHK, Cleveland.
Hale Bondurant, WHO, Des Moines.
Roy Radner, WIBM, Jackson, Mich.
Don Searle, WIBW, Topeka, Kan.

FROM HEADQUARTERS — Attending the sessions were executive heads of the NAB. Left to right, they are James W. Baldwin, managing director; C. W. Myers, KOIN-KALE, Portland, Ore., NAB president; and H. K. Carpenter, general manager WHK-WJAY, Cleveland, chairman of the commercial section.

Felix Morris, WIBW, Topeka, Kan.
Edgar P. Shutz, WIL, St. Louis.
Ralph N. Weil, WISN, Milwaukee.
Jas. Hopkins, WJBK, Detroit.
M. E. Kent, WJBK, Detroit.
Allen Lacy, WJDX, Jackson, Mich.
John E. Fetzer, WKZO, Kalamazoo, Mich.
Guy T. Stewart, WKZO, Kalamazoo, Mich.
F. C. Sowell, WLAC, Nashville.
W. F. Craig, WLBC, Muncie, Ind.
Wm. R. Cline, WLS, Chicago.
Chas. C. Caley, WMBD, Peoria, Ill.
Wm. B. Quarton, WMT, Cedar Rapids, Ia.
Ted Matthews, WNAX, Yankton, S. D.
Mallory Chamberlin, WNBR-WMC, Memphis.
Clark A. Luther, WOC, Davenport.
W. B. Gellatly, WOR, New York.
Harold McWhorter, WPAR, Parkersburg, W. Va.

ROSE AMONG THORNS—Here's Florence Freer, secretary to Sales Managers' Chairman Lottridge, who was combination door-tender, registrar, cashier and general girl-of-all work during the two-day session.

A. W. Ramsey, WROK, Rockford, Ill.
Barron Howard, WRVA, Richmond.
John M. Outler, Jr., WSB, Atlanta.
Harry Stone, WSM, Nashville.
E. Y. Flanigan, WSPD, Toledo.
Val Schneider, WTAQ, Green Bay, Wis.
C. T. Hagman, WTCN, Minneapolis.
J. F. Clancy, WTIC, Hartford, Conn.
Harry Bannister, WWJ, Detroit.
J. W. McIver, WWNC, Asheville, N. C.
W. H. West, WTMV, E. St. Louis, Ill.
Harry Bibb, WTMV, E. St. Louis, Ill.
Frank Quinn, KLZ, Denver.
Frank S. Fenton, WBNS, Columbus.
G. B. McDermott, WENR-WMAQ, Chicago.
Maurice Corken, WHBF, Rock Island, Ill.
H. P. Sherman, WJJD-WIND, Chicago.
Emerson S. Smith, WOMT, Manitowoc, Wis.
W. F. Dittman, WTMJ, Milwaukee.

PACIFIC COAST BORAX Co., Wilmington, Cal., (20 Mule Team borax), sponsoring *Death Valley Days*, dramatic serial over 6 NBC-Pacific Red stations, Tuesdays, 9-9:30 p. m. (PST), is planning a special merchandising campaign in connection with its Feb. 9 broadcast. Firm will distribute 15,000 Giant-Grams calling attention to the play, a Western Union story, titled "Dot-Dash Courtship". Giant-Grams will be posted by Western Union in each of its offices in the Western states and all Pacific Coast radio editors will also receive one of the messages. McCann-Erickson Inc., San Francisco, handles the account.

CARDINET CANDY Co. Inc., Oakland, Cal. (candy bars), sponsoring *Night Editor*, with Hal Burdick, narrator and producer, over 5 NBC Pacific Red stations (KPO, KFI, KHQ, KOMO and KGW), on Jan. 24, 9:15-9:30 p. m. (PST), celebrated its 100th broadcast with a special dramatic skit, which was chosen by listeners who wrote in voting for their favorite. As a merchandising tiein, Cardinet presented a carton of its product to those suggesting the winning story. Tomaschke-Elliott Inc., Oakland, Cal. is the agency.

A COURSE in radio and air law is included in the winter curriculum of National University, Washington, conducted by Howard S. LeRoy, Washington attorney who has specialized in radio.

Radio Clinic

A RADIO clinic to improve calibre of educational programs will be held by Indiana State Teachers College, which stages a daily half-hour series on WBOW, Terre Haute, Ind., with cooperation of Wabash Valley high schools. W. W. Behrman, WBOW manager, Luke Walton, program director, and Miss Blanche Young, of Indianapolis, will be among speakers at the clinic.

Four Years of Baseball

GENERAL MILLS Inc., Minneapolis (Wheaties), has signed a new contract with KXBY, Kansas City, covering baseball broadcasts for the next four years, 1937 to 1940, inclusive. Wheaties has sponsored baseball broadcasts of the Kansas City Blues in the American Association over KXBY for three years. Home games are broadcast direct from the ball park and away games by special wire report. Walt Lochman will again be the announcer.

New S & W Series

SUSSMAN, WORMSER & Co., San Francisco (S & W Canned Foods), at one time an extensive user of network radio, will launch a new series *S & W Junior News* on 8 NBC-Pacific Red stations, beginning Feb. 15, Fridays, 5:45-6 p. m. Series will run 52 weeks and was placed through Botsford, Constantine & Gardner Inc.

FURNITURE RADIOAIDS are "REASON WHY" ADVERTISING! YOUR FURNITURE MAN WILL BE INTERESTED

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1585 Cross-Roads of the World
Hollywood, Calif.

also available

Laundry — Bread
Loan — Ice Cream
Used Car — Jewelry

RADIOAIDS

Every Hour, Day and Night

. . . of every week in 1936, sixteen persons took the time and trouble to write letters to WCAE . . . 140,643 in all. And that does not include letters sent to our networks or to sponsors.

One local sponsor alone received more than 26,000 letters direct—on seven programs.

The offer: a pair of theatre tickets.

The answer: WCAE—First in Pittsburgh.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS

Radio Workshop Series

A NEW series of experimental educational programs, titled *New York University Workshop Presents*, featuring music and dramatic presentations, has been started by the university over WINS, New York, and other stations of the New York State Broadcasting System, and is being heard Tuesdays, 7-7:30 p. m. The musical portions are directed by Rudolf Schramm, director of music of the Radio Workshop, which is collaborating with the WPA Federal Educational Radio Project, and the dramatics are handled by Lawrence Paquin, production manager. New York University is conducting several courses in radio technique and the programs give its students an opportunity to put classroom theories into practice.

KGLO

The Globe Gazette Station

MASON CITY, IOWA

Intense Coverage of North Iowa and Southern Minnesota

National Representatives

WEED and Company

Chicago • New York

Radio in South Africa Complicated as Result Of Population Mixture

BROADCASTING in the Union of South Africa is complicated by the need of catering to tastes of both English and native population, according to a report to the U. S. Commerce Department from Trade Commissioner F. J. Cunningham at Johannesburg.

In a country as large as the Union and as isolated from other broadcasting areas, it is pointed out, the problem of broadcasting is a difficult one. Because of the lack of suitable talent, phonograph records and recorded programs occupy a large proportion of the broadcasting periods, it was stated.

The newly organized government-controlled South African Broadcasting Corp. is making every effort to improve the quality of its programs and to introduce changes designed to bring the broadcasts more in line with popular demand. However, lack of competition and high listeners' fees are factors militating against any radical change of policy, the report states.

Many owners of radio sets in the Union have been hoping that the Broadcasting Board which controls radio affairs in the country would look with favor on the licensing of commercial broadcasting stations whose revenue would come from advertising. However, the report points out, there is no indication that the Board intends to depart from its present position which is against sponsored programs, according to the report.

Edward M. Kirby

(*Continued from page 45*)

work is the old fundamental two-fold interest of people in themselves and in other people. With this in mind, he flew to Hollywood, and effected with Howard Strickling, MGM publicity chief, the first tieup between life insurance and Hollywood, on the basis: "Hollywood *portrays*; life insurance *protects* the ambitions of men and women". Loew's theatres throughout the country were brought into the picture with such success that managers of both organizations have requested a repeat.

Taking an institutional angle, Kirby through the assistance of the American Medical Association, presented *Man's Fight to Live*, dramatizing the struggle of men to prolong the life span. Scripts were rewritten and printed to enable children from the 8th grade on to reenact in their own class rooms the drama they heard from WSM. Over 5,000 teachers and P.T.A. units called for the complete sets.

Currently he is producing *America's Flag Abroad*, the story of the foreign service. Cashing in on the high interest of the average man on the street in the impending war clouds looming over Europe, this program presents absorbing human interest dramas showing the technique and actual historic work of past and present diplomats with much of the material emanating from high official sources through close contacts developed by Kirby. In its second season, the 1937 programs follow in the wake of the President's visit to South America and tell why he went there, and what the new agreements mean to the average American family. The Pan American Union at Washington is officially collaborating, and their 1,500 study clubs are promoting habitual listening to the program in their communities. It has one of the largest audiences of any independent broadcast.

Like his boss Ed Craig, he is tremendously interested in extending the institutional scope of radio with particular reference to educational and service programs. He originated the *Teachers College of the Air* broadcast every Friday night, a program of prime interest to parent and teacher which has been on the air for the last three years. With Harry Stone, station manager, he perfected plans for the installation of lines to the University of Tennessee Farm Experiment Station at Knoxville, for the delivery of a new type of agricultural extension program.

For WSM he originated the slogan "The Air Castle of the South" and as a member of the Plan Board, his influence is especially felt in the presentation of the two programs which WSM delivers to the NBC network each week.

On the Coast he is presenting *Ben Sweetland, The Friendly Counsellor*, five times a week on KHJ. Since its start a fifth office has been opened in Los Angeles.

Kirby left the *Baltimore Sun*, where he served as reporter and feature writer, to become assistant statistician for Mac Crone & Co., Detroit, investment bankers, having as his particular job the study of distribution and marketing. This lead him inevitably into advertising. Following his work as head statistician for the Commerce Union Bank of Nashville. He became account executive for C. P. Clark Inc., of Nashville, in 1929, in charge of the Friendly Five shoes, putting them in transcriptions on 120 stations for two seasons, and on NBC and later on CBS. At that time no mention of price was permitted on the networks. Kirby got around this by adopting as a theme song "I've Got Five Dollars"—the price of Friendly Fives. He also supervised the Philco radio in the South when that organization had sectional agencies; Se-Ling hosiery; and the Cincinnati-Dallas division of what has now become American Airlines. At the same time he edited three house organs and found plenty of time for sleep.

He received his AB degree, and a commission as Second Lieutenant in the Field Artillery, from the Virginia Military Institute in 1926, where he was editor of the college newspaper, founder of the V.M.I. *Sniper*, college comic magazine and, significantly, cheer leader. He went to prep school at the New York Military Academy, Cornwall, N. Y. He is the son of a former West Virginia coal operator, Hugh Lee Kirby, and Mrs. Leah Anna Kirby, of Harper's Ferry, W. Va. He was born June 6, 1906. The best job of promotion he ever did, in his opinion, was to persuade the beautiful daughter of the dean of Vanderbilt Law School, Miss Marjorie Arnold, to marry him last Sept. 18.

In Nashville he serves as Roll Call Chairman for the Red Cross and last spring, when challenged by the flood disasters, doubled the quota; at this moment he is acting as Red Cross publicity chairman in the big flood disaster still under way, and as such is working in close collaboration with WSM in the magnificent job it is doing for the Louisville and adjacent flood areas. He belongs to the University Club and the Advertising Club of Nashville and the West Virginia Club of New York. To keep fit for the rapid pace of his work, he spends Saturday afternoons in the gym in the winter, and on the tennis courts in the summer.

Typical evening in the Kirby home ends in his study with a vigorous discussion of current advertising appeals. If he has any hobbies outside of advertising, promotion and radio, no one has found them, unless it be bragging about Paul Kesten's job for Columbia. He ranks Paul as the tops in radio promotion, and Paul doesn't think Ed has done so badly himself.

AGAIN!

first in Chicago

. . . FIRST In Percentage of Commercially Sponsored Programs

. . . FIRST In Number of Chicago Accounts

. . . FIRST In Number and Duration of Repeat Contracts and Steady Accounts

. . . FIRST In Results Per Dollar Spent

1000 AND 500 WATTS

WGES

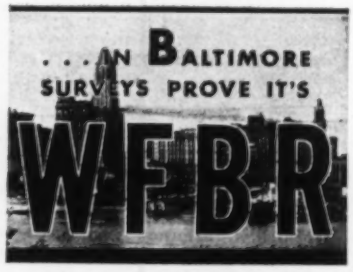
—Under Personal Management of GENE T. DYER

These Stations Sell RESULTS!

WCBD 5000 WATTS CHICAGO

WSBC 100 WATTS CHICAGO

WEMP 100 WATTS MILWAUKEE



WFIL

560 Kc.

PHILADELPHIA'S MOST POPULAR STATION

NBC BLUE - MUTUAL

House and Senate Get Copyright Bills

SIMULTANEOUS action in both Senate and House of new copyright legislation is foreseen with the introduction of two measures in the House last month identical with the pending Senate Duffy Bill. The House measures were introduced by Reps. Moser (D-Pa.) who offered HR-2695 on Jan. 12 and Bloom (D-N.Y.) who introduced HR-3004 on Jan. 14. The Duffy Bill is supported by most of the users of copyrighted music.

Indications are that there will be hearings before the Senate Patents Committee on the Duffy measure which passed at the last session but which was practically filibustered in the House committee. Whether there will be hearings before the House committee is uncertain at this time but it is known that efforts are being made to continue in existence a subcommittee headed by Rep. Lanham (D-Tex.) which had before it not only the Duffy Bill but two other measures having ASCAP support at the last session. The latter measures have not yet been reintroduced.

The most important feature of the Duffy Bill and its companion measures in the House is that they would eliminate the present $250 statuatory minimum damages for innocent infringements of copyrights. Substituted for this is the proviso that the amount of damages be left to the discretion of the courts. ASCAP staunchly opposed this provision because its strength in executing contracts for royalty payments lies in the constant threat of the arbitrary damages which can be assessed under the existing provision. [See Jan. 15 BROADCASTING for analysis of Duffy Bill].

Another bill (S-478) pending before the Senate Patents Committee introduced by its chairman, Senator McAdoo (D-Cal.), would vest in the Register of Copyrights the registration of copyright prints and labels used or intended to be used in connection with the sale or advertisement of articles of manufacture.

THREE-WAY hook-up for the *Amos 'n' Andy* program from Palm Springs includes the blackface act from El Mirador Hotel in Palm Springs, the organ music from St. Paul's Episcopal Church in Los Angeles, and the chimes from the NBC studios in Hollywood.

SCULPTURE — This is a photograph of the plaster cast of a sculpture of FCC Chairman Anning S. Prall done in January by Martin Deutsch, noted New York sculptor, for a gallery of government notables to be exhibited in New York, which will include President Roosevelt, James A. Farley and others.

KGVO, Missoula, Mont., has issued a four-page promotion piece about its Barn Dance program. Cities and towns reporting reception are listed, and are also shown on a map. Instances of pulling power are cited.

Proposal to Tax Radio Is Offered in Oklahoma

THE FIRST of the 1937 crop of State revenue bills proposing a tax on radio is now pending in the Oklahoma state legislature by virtue of the introduction of a luxury tax bill which would assess a 10% excise levy upon the retail price of receivers. Some 50 items are enumerated in the bill as taxable, including radios. The measure was introduced Jan. 5 by Rep. Gregory and was referred to the Revenue and Tax Committee.

In behalf of radio set manufacturers, Bond Geddes, executive vice-president and general manager of Radio Manufacturers Association has protested against the measure on the ground that court precedent already has been established holding that states cannot tax radio in any fashion since it is an instrumentality of interstate commerce subject only to Federal regulation and taxation. A similar bill proposed several years ago in North Carolina was carried to the Courts by RMA and defeated as unconstitutional.

Iowa Seed Hookups

EARL MAY SEED Co., Shenandoah, Ia., operating KMA, Shenandoah, has purchased five weekly quarter-hours on Iowa network (KSO, WMT) and is using special events programs fed by special lines. Henry Field, of KFNF, Shenandoah, also operating a seed company, who has been using KRNT, Des Moines, for a year, has renewed the six weekly quarter-hours and in addition has added WMT.

Memphis
1/2 BILLION DOLLAR MARKET

17th. WHOLESALE MARKET OF THE U.S.
36th. CITY IN POPULATION

Memphis, as a Wholesale and Distributing center, is surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul; also New Orleans, Houston, Atlanta and Birmingham.

WREC LISTENER POPULARITY

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC 64.60%
WMC 32.57%
WNBR 1.99%
WHBQ ..... .84%

"THE VOICE OF MEMPHIS"
CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC — In The Responsive Mid-South Market — They Won't Work in Any Market Anywhere

5,000 WATTS POWER
WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

No. 5 Of A Series On The New York Market

THE POLISH MARKET

ST. STANISLAUS CHURCH, a well known Gothic edifice on the East Side and an old landmark of the Polish colony in New York. Founded in 1872 and built in 1899.

THE POLISH population of metropolitan New York numbers 458,381. It is the fourth largest ranking language group representing a greater population than is to be found in Lwow, one of Poland's biggest cities. As a market it is larger than Albany, Schenectady and Troy combined.

DOWN ON the East Side of New York City, their average annual family expenditure is computed at $1,706 and in Richmond Hill at $4,178. They have one daily newspaper and several weeklies in addition to a number of "national" halls.

Their "Listener Loyalty" Supports 13 Polish Programs Weekly On WBNX

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Nationality Characteristics.

SPEAKS THE LANGUAGE OF YOUR PROSPECT

1000 WATTS — A NEW APPROACH TO THE NEW YORK MARKET — WBNX BROADCASTING CO. INC. NEW YORK CITY 1350 KC — DAY AND NIGHT — A NEW APPROACH TO THE NEW YORK MARKET

The Other Fellow's Viewpoint . . .

"Freer Than the Air"

EDITOR BROADCASTING:

Your Jan. 15th issue announces the appearance of the *Commentator* and my connection with this magazine as contributing editor.

You quote from the magazine its statement that it will be, "Freer than the air". You also quote Mr. Hawthorne Daniel, the managing editor of *Commentator*, to the effect that in the magazine the contributing commentators will be less restricted in material than on the air.

This implies that what I say on the air is censored and controlled. During all the years in which I have spoken for the Columbia Broadcasting System I have not experienced a single instance of censorship or control.

Anyone who has listened to me even occasionally must realize that I speak my mind freely on all topics. The best evidence of my complete freedom is the fact that all my talks are extemporized before the microphone.

H. V. KALTENBORN,
New York City.

Jan. 19, 1937.

[Editor's Note: The story published in the Jan. 15 issue was based upon a release from *The Commentator*. Mr. Kaltenborn, in a second letter, explained that he understood this, but that he wanted to "set myself straight" and that publication of his letter would accomplish that result.]

What the Court Said

EDITOR BROADCASTING:

May attention be called to your story about the KVOS - Associated Press case and the editorial on the same subject in your Jan. 1 issue.

The Supreme Court was not critical of KVOS.

Throughout both the editorial and the story, references are made to the court's decision in such a manner as to indicate that the court was critical of KVOS. A careful reading of the decision will correct this implication.

As is customary, the Supreme Court quoted first the allegations of the Associated Press, which were naturally critical of KVOS. Then it quoted allegations of KVOS, which were directly contradictory to those of the AP. Following this, the Supreme Court quoted the district court, which favored KVOS, and then the circuit court, which favored the AP.

After quoting these premises, the Supreme Court speaks its own views and not until it begins with the words: "The bill seeks redress for damages to the respondent's (AP's) business and for damage to the business of some or all of its members." Prior to this sentence, (which is quoted in the last paragraph of page 50 of the Jan. 1 issue of BROADCASTING), the Supreme Court cannot be quoted as to *its* views concerning the main issue of the case. From that point on, it does not discuss the main issue at all.

The only words of the Supreme Court itself in the whole decision concerning the main issue are contained in the paragraph next above the one referred to, in which it says: ". . . the parties have in the main, directed their arguments to the merits; . . . We have no occasion to consider the soundness of these conflicting contentions, . . ."

KVOS has never at any time contended that radio stations should depend upon the press as a source of news. KVOS could have avoided this suit by submitting to the censorship of the press-radio agreement. KVOS has always been a subscriber to and booster for Transradio. For these reasons, it is to be hoped that you will be good enough to make clear that the passages quoted in your editorial and article were not the utterances of the Supreme Court and of Justice Roberts. It will be appreciated if in some way they can be shown to be contentions of the AP and therefore not a proper basis for assuming that the Supreme Court was in any way shape, manner or form critical of the actions of KVOS.

While the merits of the case have not been directly decided, KVOS feels that it has rendered a real service to the industry through this litigation. In the opinion of our counsel, the AP will never again bring suit in this or any similar case. Radio can now stand before the public on an equal basis with the press as a dispenser of news. Had the contentions of the AP been upheld by the Supreme Court, or had the Press Radio Bureau endured, radio would have stood in public opinion as an admitted secondary medium of news dissemination.

KVOS is proud of the fact that through the expense and tribulations incident to this suit and through the growth and development of the Transradio, there is no longer a Press Radio Bureau; or any other bar to radio in the matter of news. KVOS believes that as a result of this decision, the way is now paved to an honorable and lasting peace between radio and the press, in which radio need not take a secondary position. Fortunately, most newspapers are not opposed to such a basis of intercourse. Unfortunately for KVOS, this condition does not exist in the city of Bellingham.

Through your columns let me thank the 54 stations which assisted us in defraying the expense of the circuit court phase of the case.

ROGAN JONES
Owner of KVOS.

Bellingham, Wash.
Jan. 19, 1937.

Brinkley Objects

EDITOR, BROADCASTING:

On page 12 of the Jan. 15, 1937 issue of BROADCASTING in an article entitled "Brinkley's Libel Suit" you state that Dr. John R. Brinkley now operates XERA at Villa Acuna, Mexico, across the border from Del Rio.

I wish to inform you that I do not own or operate any station in Mexico.

The stations over which my medical lectures are given are owned by Mexican people and controlled and operated by the Mexican Government.

I am an advertiser, buying time over these stations just as other advertisers do.

I must ask that you make this correction immediately, otherwise, I shall bring suit against you in Federal Court here for damages.

For your information, I have instructed my attorneys to bring suit against every magazine and every newspaper that publishes untruths concerning me.

J. R. BRINKLEY, M.D.
The Brinkley Hospital,
Del Rio, Tex.

Jan. 18, 1937.

P. S. Please notify my attorney, Phil B. Foster, Del Rio, Texas, page and issue where your correction of this statement is made.

RMA Convenes Feb. 8-9

THE RADIO Manufacturers Association will hold its 13th annual convention and membership meeting Feb. 8 and 9 at the Stevens Hotel in Chicago. The convention immediately precedes the radio parts manufacturers national trade show which begins Feb. 10 at the Stevens and continues through Feb. 13. There will be no trade show of receiving sets by the manufacturers, it was announced, on the ground that such trade and public shows are not helpful to business. The Association asks manufacturers to refrain from such exhibits and also to request their distributors not to participate in such shows.

THE vocal team *Dot & Will—the Singing Redheads*, have joined the staff of WXYZ and the Michigan Radio Network and are being featured in a 15-minute program of their own each week-day afternoon. The team has been heard over many stations, including KMOX, WTAM, WSM, KSTP, and the NBC Red network.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*
•
PAUL GODLEY'S SURVEY
Just off the Press
•
This survey reveals many important reasons why WWNC should be included in your list.
•
Request Your Copy

WOKO
BASIC
CBS OUTLET
ALBANY, N. Y.
◆
A Trial Will Convince You Of Its Popularity

For Complete Coverage of the Islands—
KGMB HONOLULU
KHBC HILO
Represented by
Conquest Alliance Company

RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Rev. William B. Hogg

REV. WILLIAM B. HOGG, known as "Parson Josiah Hopkins," died Jan. 15 in Hollywood. A onetime minister in Tennessee, Dr. Hogg was injured in France while an army chaplain with the rank of major. In recent years he formed the Country Church of Hollywood a block from the corner of Vine St. & Hollywood Blvd. with a replica of a cross roads country church. Five years ago he started on the air with a daily program via KTM (now KEHE). He adopted the *Country Church of Hollywood* title for his program of inspirational messages and church music on KFAC, Los Angeles, as a local program, later changing to KHJ. The program was carried by CBS for several months. His most recent series, *Goose Creek Parson* on CBS for Colgate-Palmolive-Peet Co., went off the air early in January. The *Country Church of Hollywood* was transcribed by Transco studios and Dr. Hogg had completed the 78th episode a few days before his death. Though he had undergone a serious operation six months ago, and was not in the best of health, his death was unexpected. His final radio appearance was to say a few words on the CBS dedication program Jan. 3. He is survived by his widow, Sarah, who also took part in his radio programs, and by four daughters.

Charles Hoffman

CHARLES HOFFMAN, 18-year-old member of the Junior Jewell Players, dramatic group under the direction of James Jewell, dramatic director of WXYZ, Detroit, was killed Jan. 16 when the car he was driving was struck by another in Highland Park, Detroit. Young Hoffman occasionally played juvenile roles in *The Lone Ranger* and *The Adventures of the Green Hornet*, well-known WXYZ dramatic productions. He was a member of the cast in the first Lone Ranger Safety Club "Pow-Wow", which now numbers more than a half-million members.

Howard C. White

HOWARD C. WHITE, 35, pianist of the radio team *Landt Trio & White*, died Jan. 17 of a heart attack at his home in Jackson Heights, New York. Mr. White was currently heard in the Hudson Coal Co. program on NBC-Red with other members of the team. He had been associated with NBC Artists Service since 1930. His wife, the former Madeline Corrigan, survives.

LAST MONTH the Direct Mail Advertising Association selected the WOR sales promotion booklet, *Just Picture It*, for distribution to its foreign and domestic members. Booklet contained reprints of the WOR advertisements, drawn by Otto Soglow, which appeared in the trade press and other magazines last year.

THE ONLY NBC BLUE NETWORK STATION
Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA and ST. JOSEPH

Lost and Found

MRS. NORA MacFADDEN, 86, of Oswego, S. C., came to Philadelphia in mid-January in reply to a letter sent to her by her son, James, 22, who had come to the city six months ago. Mrs. MacFadden lost the letter with the son's address on it, and after rambling around the city for hours, was finally spotted by a policeman, who took her to the Traveler's Aid Society. For three days the society used every resource at its command, including newspapers, directories, etc., but to no avail. A radio program at WIP was arranged on which the 86-year-old woman told her story of fruitless search.

Two hours after the program, the young son walked into the Philadelphia offices of the Traveler's Aid Society and was reunited with his mother!

Kenneth G. Ormiston

KENNETH G. ORMISTON, chief engineer of KNX, Hollywood, died in Los Angeles Jan. 15 after an operation for appendicitis. He was 41 years old and for many years had been a prominent figure in Pacific Coast radio. Mr. Ormiston was operating KFSG, the Aimie Semple McPherson radio station in Los Angeles some years ago when Mrs. McPherson disappeared, later reappearing in Mexico. Mr. Ormiston himself disappeared in the fall of 1926 when it became known he was wanted in connection with Mrs. McPherson's activities and after witnesses had stated they had seen him with a woman resembling Mrs. McPherson during her absence. He was later found in Harrisburg, Pa., but charges against him and the evangelist were dropped. Mr. Ormiston was chief engineer of KNX under its former ownership by Guy Earl, and stayed on in that capacity when CBS purchased the station last year. He is survived by his parents, Mr. and Mrs. William C. Ormiston and two brothers, William M. and Thomas A. Ormiston, all of Los Angeles.

John R. Kelly

JOHN R. KELLY, 35, auditor of WTAM, Cleveland, died Jan. 12 after a heart attack. He had been with WTAM eight years, and was unmarried.

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Repts.
E. KATZ SPECIAL ADVERTISING AGENCY

MAIL VIA RADIO
Isolated Isle Royale Getting Sunday Messages

MAIL delivery by radio — direct radio communication between the Head of the Lakes and Isle Royale, ordinarily isolated from the outside world from the close of navigation in the fall until the opening of navigation in the spring—has been chosen by Stone-Ordean-Wells, wholesale grocers, as its newly sponsored program on WEBC, Duluth-Superior; WMFG, Hibbing, Minn., and WHLB, Virginia, Minn., in cooperation with shortwave station W9XJL, Duluth-Superior, and WSHC, Isle Royale.

Ordinarily radio would not handle mail but with the consent of the post office department, WEBC has originated this program which weekly relays messages to and from the island by means of a rebroadcast of two-way shortwave communication.

The programs are broadcast over the five stations each Sunday from 3 to 3:30 p. m. Frank Watson, WEBC staff member, is in charge of arrangements and conducts the mainland broadcasts with the assistance of Hale Byers, program director. Broadcasting at the island is under the direction of George Blair, educational director, and Louis Baranowski, technician.

Winter residents at Siskiwit Bay, Isle Royale, include 115 men and two women, who are engaged in winter conservation and research for the national park service and Michigan state conservation department. Their last mail delivery was Dec. 19.

Honestly——
We didn't know it—
but there are really
120,000 radio homes in
WBIG's area — with
598,310 potential listen-
ers — and most of them
do listen — 'cause we
give them the programs!
We at
WBIG
in Greensboro, N.C.
would like to hear from
you — and we will send
you facts and data.
WBIG CBS
Edney Ridge Station
"The Voice of the Piedmont Region"

CHECK UP!!
Important Merchandising Factors
sell your product when you buy...
KYA—SAN FRANCISCO
√ Market Coverage
√ Consumer Response
√ Low Cost Per Capita
√ Diversified Audience
√ Station Popularity
In San Francisco it's KYA
KYA
The Voice of the San Francisco Examiner
A MEMBER OF THE CALIFORNIA RADIO SYSTEM
National Representative: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

WMCA
NEW YORK'S OWN STATION
leads in

HIGH SCHOOL
SPORTS · NEWS

COACHING A FOOTBALL COACH

Dick Hanley, Noted Mentor, Develops Into Crack Announcer After Brief Instruction

HOW a football coach was turned into a first-rate football announcer was recently disclosed by R. Calvert Haws, program director of WCFL, Chicago, which last autumn broadcast play-by-play accounts of the gridiron battles of Northwestern University, with Dick Hanley, former Northwestern coach, handling the microphone.

"When the Texas Co., which for several years has sponsored Hal Totten's baseball broadcasts on WCFL, decided last fall to broadcast Northwestern's football games on our station, we were immediately confronted with the problem of finding an announcer whose prestige would be great enough to compete successfully for an audience against the well-known sports announcers that were scheduled to broadcast football games on other Chicago stations.

Practice for Coach

"WE CONSIDERED ourselves fortunate in being able to secure the services of Dick Hanley, former coach of football at Northwestern. Here was a man whose name was known to every sports fan in the country, a man with an unquestioned knowledge of the game, and a man who was so familiar with the Northwestern players and their technique that he would know almost instinctively what their next move would be at any point of the game. The only question was whether or not Hanley would be able to translate this knowledge into vivid word-pictures for the listening audience.

"We all listened to Hanley's first broadcast with avid attention and when it was over we agreed that he had the makings of a splendid announcer, but that he needed practice and training before he would do the job we were sure he was capable of doing. We were faced with the job of finding some way of giving him this practice which is usually obtained only through actual broadcasting. How to find a suitable substitute for real games for Hanley to practice on had us stumped for a while until someone happened to remember that Northwestern made motion pictures of all its games, for use in showing the players which plays had succeeded and which had failed, and why.

"Through the cooperation of Northwestern's athletic department we were permitted to borrow several of these precious films and every evening Hanley reported at my house for practice. At first we ran the film very slowly, allowing Hanley time to choose his words carefully. Frequently we would stop the picture to make a correction or suggestion, repeating again and again the cardinal rule of sports announcing: Follow the ball at all times, regardless of what else is going on. For while the spectator in the stadium frequently is diverted to other parts of the field, it is the progress of the ball that counts, and that's what the listener wants to know.

"Gradually the tempo of the picture was increased with fewer and fewer interruptions until by the end of the week Hanley was broadcasting at normal speed. The results of our efforts are to be seen in the contents of thousands of letters from our listeners, ranking Hanley as the finest football reporter on the air."

Mexico's 'Caballeros'

THE *Caballeros*, two Mexican singers who were recently signed by NBC, on Jan. 21 inaugurated a twice-weekly sustaining series of romantic Spanish musical programs, Thursdays and Fridays, at 3 p. m. on NBC-Red. The *Caballeros*—Ramon Armengo, tenor, and Jorge Negrete, baritone—were entertaining over Mexican stations when they were heard last December by John F. Royal, NBC vice-president in charge of programs, who was completing an 18,000-mile airplane tour of South and Central America. Royal encouraged the singers with a promise of an audition if they should ever be in New York. Taking the NBC executive at his word, Armengo and Negrete arrived in Manhattan within a few weeks. Their audition resulted in a contract.

South American Program Now on NBC Every Day

WITH the launching of a new weekly program of Broadway comment on Jan. 26, NBC now has programs produced especially for reception in South and Central America on the air seven days a week over its shortwave transmitter, W3XAL, Bound Brook, N. J. Francesco J. Ariza, a native of Mexico who has lived many years in New York, is the commentator. Dan Russell, Spanish-speaking announcer, rounds out the program with a brief summary of news about inter-American events. Russell and Charles Carvajal, Spanish-speaking production man, are in charge of NBC's South American broadcasts, arranging and producing all of the programs.

The addition of the Tuesday night feature brings the South American schedule up to seven days a week, with half-hour broadcasts on weekdays and a full hour broadcast on Sundays. Special entertainment features, supplemented by brief news reports, are presented during the week.

Brazil Station Is Added To RCA Opera Programs

A SECOND South American station on Jan. 23 undertook the rebroadcasting of the Metropolitan Opera Saturday afternoon programs, sponsored over the NBC-Blue network by RCA. It is Radiobras, of Rio de Janiero, Brazil, which picks up the programs from a commercial shortwave circuit of RCA Communications Inc. and adds its own announcements and commercial credits in Portuguese. RCA also sponsors the program over the station in Rio in behalf of its export products.

The first commercial relay to South America started Jan. 7 when Radio Splendid (LRA) of Buenos Aires began to carry the Metropolitan by arrangements made by John C. Royal, NBC program vice president, while attending the Pan American Peace Conference in that city in December [BROADCASTING, Jan. 15]. Radio Splendid carries the commercials in Spanish.

THE hill-billy group *Sons of the Pioneers*, having finished their parts in the Republic picture "The Old Corral", are to be made the subject of a nation-wide exploitation campaign by the producers. Standard Radio Inc. distributes for radio use a library of 275 selections by this group.

The GOLDEN Touch of
KFH

The "pay dirt" has never run out in the area served by KFH, in Wichita. This rich "ready-to-buy" community has plenty of money to spend — and it actually spent more than $300,000,000 in retail stores of Kansas and Oklahoma, in 1935. More will be spent during 1937. Let us show you how KFH delivers paying customers in this prosperous market.

792,250

RADIO LISTENERS comprise the Primary Area of Radio Station KFH, Wichita. KFH is a long established favorite with radio listeners in this region. KFH has a proved record for results. (90% renewals).

KFH
5,000 WATTS DAY
1,000 WATTS NIGHT
WICHITA, KANSAS

Basic Supplementary of CBS
National Representatives EDWARD PETRY & CO.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Writers of News Form Association

John VanCronkhite Chairman; Plan Exchange of Ideas

Mr. VanCronkhite

FORMATION of the Association of Radio News Writers, to include in its membership news men and commentators identified with broadcasting stations throughout the country, was announced Jan. 25 by John VanCronkhite, radio news editor of WBBM, Chicago, chairman of the organization.

T. C. Christie, radio editor of International News Service, is secretary and along with Mr. Van Cronkhite is directing the organization work. An executive committee was named as follows: Leland C. Bickford, WNAC, Boston; Ken McClure, WOAI, San Antonio; E. W. McEwen, WLW, Cincinnati; Walter Paschall, WSB, Atlanta; and John B. Hughes, KFRC, San Francisco.

H. L. MacEwen, WLW, Cincinnati, was elected vice-chairman and Willard J. Heggen, United Press, treasurer. It was explained that the officers were designated to serve temporarily until the organization could meet and elect a permanent slate.

In response to inquiries from BROADCASTING, it was stated in behalf of the organization, that it had no idea of setting itself up as a guild and that as far as the founders are concerned, there is no possibility of this taking place. Each member of the executive committee, it was said, has made certain to establish the fact that under no consideration will the organization concern itself with the guild idea or any other idea concerning wages or physical working conditions pertaining to radio news writers.

Tentatively, Mr. VanCronkhite listed these as the functions of the Association:

(1) Act as a clearing house for the exchange of news program ideas; (2) Set up criteria for high standards of accuracy, style and color in preparing news for the microphone; (3) Compile a manual of radio news practice for station editors; (4) Develop badly-needed schools of training for competent radio news men; (5) Provide schools of journalism with lecturers on radio news writing; (6) Edit an informal monthly for the interest and entertainment of the craft.

While no eligibility rules were laid down, the executive committee suggested that the membership be restricted to employees of stations or networks, press associations and newspapers actively engaged in the writing or editing of news for the microphone. They estimated a minimum of 500 men as eligible on this basis but declared it might run as high as 1,000.

Praise for WHAS-WSM

GEORGIA'S ten radio station operators, many of them daily rebroadcasting the WHAS flood reports picked up via WSM, on Jan. 28 joined to adopt a resolution commending the two stations for their conspicuous and unselfish service in casting aside all programs to carry official rescue and relief directions and flood news 24 hours a day. "It is the greatest public demonstration in the history of radio, and we are proud of our colleagues," Lamdin Kay, manager of WSB, Atlanta, telephoned BROADCASTING.

St. Louis Will Broaden Radio Promotion Drive In Advertising Campaign

THE "Visit St. Louis" Committee is preparing for an even more ambitious promotion campaign for 1937, embracing radio, newspaper and outdoor advertising, plus supplementary selling helps. Instead of depending on travel and tourist bureaus, railroads, hotels and resorts to do the job of "selling" St. Louis, the city administration joined with business interests in subscribing a $30,000 advertising fund, each contributing half.

Sponsored by the Chamber of Commerce, and directed by John Ring Jr., director of the Industrial Bureau and former advertising agency man, the campaign featured places to go and things to see in St. Louis, "the City of a Thousand Sights". The copy, prepared by Kelly & Stuhlman Inc., St. Louis agency, described the world-famous Municipal Opera, the zoo, Lindbergh's trophies, Shaw's Gardens and other places of interest to the sight-seeing visitor.

Newspaper advertising constituted the major part of the campaign, but the invitation to "Visit St. Louis" was broadcast 110 times in five-minute talks over 11 stations WREN, KVOO, WKY, WMC, WFAA, WACO, KTSA, KNOW, KTRH, KFDM, WWL. Outdoor advertising was used along important highways.

"The advertising brought thousands of people and millions of dollars to St. Louis," Mr. Ring said. "It is obviously impossible to give specific figures, but the success of the enterprise is clearly indicated by inquiries and requests for literature and information. We distributed 160,000 copies of an illustrated folder titled *Visit St. Louis — the City of a Thousand Sights.* Thousands of inquiries and requests for information were handled through our bureau. The attendance figures at the St. Louis Zoo made a sensational increase, and a canvass of parked cars at the Municipal Opera night after night revealed a surprising percentage of foreign license plates."

KOMO 5000 Watts L.S. NBC Red

SEATTLE WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

TELEPHONE WIRES KEEP PACE WITH PROGRESS

ONLY fifteen years ago, people were content to clamp headphones on their heads and struggle with home-made crystal sets. Programs were few. Reception was poor.

Since then, radio engineers have done miracles with the scope and range of broadcast sound. And telephone engineers have tackled and solved many problems that grew out of chain programs. Millions of dollars in equipment and some of the best engineering minds have worked on the problems of the growing years . . . are working now, to anticipate the problems of tomorrow. The telephone industry is proud of its contributions to one of the country's newest, biggest scientific enterprises.

Radio Drops All for Flood Aid

(*Continued from page 13*)

town by a flooded creek. The hotel basement was flooded, and the city's water supply was soon gone as the water arose and required the sending of food to the staff by rowboats.

WAVE kept broadcasting warnings and regulations, with pickups from refugees. Two of its men, John Starks and James Hart, narrowly escaped with their lives the night of Jan. 23 when their motorboat almost foundered. Starks gunned the motor and planed the boat to a landing, with Hart getting a nasty head blow from a street light.

Headed by Mr. Lord, the WAVE staff had on duty Wilbur Hudson, chief engineer; John Heafer, Louis Bergenroth and John Ruffner, operators; George Patterson, program manager; Burt Blackwell, Bill Bond, Harry Lukins and John Starks, announcers; Geraldine Thompson, pianist; Mildred Garrison and Sarah Ramsay, stenographers; Cliff Shaw, musician; James Hart and Jeff Wiley, reporters; James Cox, Emerson Barr and Louis Reker, salesmen.

Cincinnati Ravaged

HARD HIT by the worst flood in its history, Cincinnati found itself largely dependent upon its five radio stations for emergency service. All stations on the air ran 24-hour schedules and threw their facilities open to relief agencies, the Red Cross, and the police and fire departments.

All of the stations in Cincinnati put themselves practically on a voluntary relief basis and became the main lines of communication for relief work. The Cincinnati flood loss as BROADCASTING went to press was estimated as well over $15,000,000, but by Jan. 27 the Ohio had apparently reached its crest and was receding. The situation was all the more difficult in that region because of the upsetting of gigantic gasoline storage tanks and the resultant fire hazard as the inflammable fluid spread over the flood waters. Constantly broadcast over these stations were warnings to residents of particular areas to put out all fires lest the gasoline become ignited. As it was, a number of fires developed with serious property loss. Many suburban areas were without electric light or gas by virtue of the broken mains. Shortwave stations were set up wherever possible to assist in communication.

WCKY Uses Diesel

WCKY, located on the Kentucky side of the turbulent Ohio River, turned over its facilities to Cincinnati and North Kentucky police, flood relief officials and the Red Cross. As was the case with Cincinnati stations, all commercials were broken into with flood bulletins whenever warranted. The studio, business office and executive staffs were on 24-hour duty under orders from L. B. Wilson, owner, who was in Miami at the time.

On duty constantly were Lee Goldsmith, studio manager, Elmer Dressman, continuity chief, George H. Moore, commercial manager, Arthur Ainsworth, Elmer Boughman, Bob Kliment, Charles Sampson, Chief Engineer Charles Topmiller and his staff and the stenographic and secretarial staff who functioned as emergency telephone operators.

Goldsmith and Dressman, driven from their homes Jan. 22 when the flood waters topped even the 71.1-foot mark established in 1884, camped at the studios day and night. They were sworn in as special deputy sheriffs as flood waters went under what amounted to virtual martial law. When the flood threatened to cut off all power in Cincinnati, Engineer Topmiller arranged with International Harvester Co. to get a Diesel power unit to enable WCKY to stay on the air regardless of power failure.

WCKY offered its services to the Crosley stations in the event they were forced off the air.

WKRC and WCPO Help

RESPONDING to a request from WHAS, WCKY along with WSM and other stations began broadcasting WHAS relief bulletins at regular intervals. WCKY returned to the air on the morning of Jan. 26 after having been off since the preceding morning when a generator bearing burned out in the power company, cutting off the power supply to the station. It resumed broadcasting with the Diesel power unit borrowed from International Harvester. Candles and lamps were being used for studio lighting. Telephone lines to the transmitter also went out and super-human efforts of engineers and phone company men restored them.

Cincinnati's other stations, WKRC and WCPO likewise pitched into the emergency with their full resources. WKRC fed emergency programs and relief pleas to the CBS network during the earlier stages of the flood. An appeal for a pump capable of moving 500 gallons of water per minute made Jan. 22 brought 15 offers within five minutes. On Jan. 23 the station began operating at 7 a. m. and when last heard from was continuing to broadcast day and night on a 24-hour basis. All possible programs were fed to the network giving details of the flood and fire,

"URGENT, SEND BOAT . . ."—Just one of the thousands of flood bulletins sent out by WCPO, Cincinnati. At microphone are Bob Richards (left), *Cincinnati Post* radio reporter; Frank Zwygart, chief announcer (rear); Miss Jane Willenborg, continuity writer; Paul Kennedy, *Post* radio editor.

Eyewitness Story of the Cincinnati Fire Broadcast . . . . .

Following is an eyewitness account, telegraphed to BROADCASTING *by Bill Bailey, WLW publicity director, of the fire which ravaged a Crosley warehouse, forcing the WLW-WSAI staff to their downtown studios. This and the summary of the WLW activities covered in the main story herewith gives an idea of the circumstances under which the station operated while the flood was at its worst.*

By BILL BAILEY

CINCINNATI, Jan. 25 — In the Crosley newsroom, H. Lee MacEwen, veteran newspaperman, and his crew, Fred Thomas and Pfaff Smith, assisted by Bill Bailey, publicity director and former newspaperman, went on a 24-hour schedule. What sleep was had was taken in unused studios. Robert Heidler, news writer, left a sick bed to join his coworkers.

Wm. S. Hedges, vice-president, remained on the job, directing activities. Announcers, engineers, talent all combined to help. The first all-night flood relief benefit was broadcast Friday (Jan. 22). James Leonard, Tom Slater, Durward Kirby, Al Helfer, John Barry and H. Gilbert Martyn, announcers, took turns at the microphones in a studio with a temperature of 18 degrees above zero. High water had flooded the Crosley Radio Corporation's basement and put the heating plant out of commission.

Taking part in the first broadcast, exclusive of talent, were Ray Bierman, studio control engineer; Peter Grant, chief announcer, and others. The newsrooms furnished flood bulletins while the talent did an impromptu program.

A similar program was scheduled for Sunday night, but Sunday morning a raging fire broke out and drove the radio people from their posts. Gasoline released from overturned tanks at an oil company a block from the Crosley plant became ignited shortly after 10 a. m.

MacEwen was talking on the telephone to Bob Kennett, production manager; Bailey was writing copy for a Mutual network feed at 11:15 a. m. In the studios Arthur Chandler Jr., organist; Ruth Best, soprano, and announcers Don Cordray, Bill Brown and Durward Kirby were doing their programs. Phil Underwood and John Mitchell were in studio control rooms and Frank Atwood and Bernard Cook were on duty in master control room.

"Fire—Everybody Out"

CORDRAY violated a station rule but in so doing he spread an alarm that made it possible for WLW and WSAI employes to vacate a building threatened by fire. Studio rules prohibit announcers leaving a studio during a broadcast, on station WSAI there was an NBC feed. Cordray was having trouble with his throat and at 10:27 he left the studio for a drink of water.

As he looked out the eighth floor window he saw a seething furnace on top of the flood waters a block away. Running through the corridors he shouted "Fire — everybody out," then returned to the studio for his standby. Underwood, meantime, remained at his post until 10:30. He made a network shift, left the program on and left.

Brown was giving a flood bulletin on WLW. Cordray yelled into the studio, "Everybody out—fire." Those were the last words the listening audience heard. Bailey, on first alarm from Cordray, looked out the window. The flames were eating their way towards the Crosley building. He made the rounds of all offices and studios. Everybody was out. He gave a final look, flames were leaping past the eighth floor window.

By the time the building was cleared the flood waters for an area of four square blocks were a raging furnace. Flames shot high into the air. One explosion followed another as gasoline storage tanks of the oil company went up.

Down-Town Studios

AL HELFER, 240-pound announcer, was about to enter the door on his way to work when he saw the flames. Heidler hadn't reported for duty but arrived about the time fireman did. Although WLW and WSAI were off the air for a few minutes, broadcasting was resumed within six minutes on WLW from the downtown studios.

While MacEwen, Heidler and Bailey fed the downtown studios with bulletins, Announcer Tom Slater kept the audience informed over WLW. It was several hours before WSAI was on the air again.

Leaving Heidler at the scene, MacEwen and Bailey went to the downtown studios where a new newsroom was set up. Meantime, Underwood and Douglas Browning, announcer who came to work while the fire raged, returned to the main Crosley building and from a

(*Continued on page 82*)

WHAT WAS LEFT — After the fire was over, the Crosley radio warehouse looked like this but the main plant, housing WLW-WSAI studios, was saved.

and staff members on duty were Timothy S. Goodman, general manager, John McCormick, assistant manager, Ruth Lyons, woman news commentator, Stanley Bateman, sales manager, and announcers Dick Bray, Fred Edwards, Stan Conrad, Francis Pettay, Lee Bland, Charles Koch, Al Bland, Bill Robbins and Maynard Craig, news editor, J. D. Dickerson and Margaret Maloney, director of publicity.

WLW Operations

POWEL CROSLEY JR., president of the Crosley Corp., through William S. Hedges, vice-president and general manager of the Crosley stations, offered the station's facilities to Gov. Martin L. Davey of Ohio. At intervals special messages were broadcast to relief workers as communication lines went out. Several radios were provided the Red Cross by Crosley.

U. S. engineers were plying the Ohio in boats, seeking stranded persons and checking dams. Headquarters in Cincinnati broadcast instructions to the engineers over WLW, which became the Army's official outlet.

For WCPO, Paul Kennedy, radio editor of the *Cincinnati Post*, Frank Zwygart, chief announcer, and Bob Richards, *Post* radio reporter, handled flood bulletins and listeners were invited to call the station to establish contact with isolated communities. Miss Jane Willenborg, of the *Post*, wrote much of the continuity. Thousands of messages fraught with drama and human interest went on the air.

William A. Clark, WCPO manager, and Frank Aston, *Post* managing editor, directed the radio relief program. *Post* route men fed numerous flood messages and two University of Cincinnati shortwave stations handled hundreds of inquiries cooperating with WCPO.

WSM Helps Louisville

SOME idea of the tenseness of the situation was given in a telephoned report to BROADCASTING from WSM, Nashville, Jan. 25. That 50,000-watt station reported that at 8:30 the preceding night WHAS, Louisville, had asked it to line up with it in anticipation of a power failure which would drive the Louisville station off the air. This occurred at 11:37 p. m. (CST) and WHAS thereupon depended upon its telephone line connection with WSM to send forth its broadcasts, which were continuously devoted to giving directions to rescue workers, militia, police, Red Cross, military units and others in automobiles, trains, motorboats, etc.

WSM dropped all programs and kept the air free for WHAS through the night and the next day, except for two-minute sign-offs by WHAS at each half-hour interval which gave WSM an opportunity to broadcast its local reports. It was feared through the day Jan. 25 that the single wire connecting WSM with WHAS would go out, for it was rigged on temporary poles and its power supply was obtained from a battery and it was weakening little by little. Failure of that line would require WHAS to seek a shortwave outlet, which was not then available.

WHAS after midnight on Jan. 25 mustered a gas engine to provide a power supply, but this failed at various intervals and finally went out altogether. It came back, however, the night of Jan. 25 and the station was able to carry a signal of about 25,000 watts on its own clear channel of 820 kc. Nevertheless, WSM stayed on the line connection throughout, and WHAS was still getting out over its own and WSM's clear channel as this was written.

WSM had many requests from stations for permission to pick up and rebroadcast, direct off the air, the WHAS relays from Louisville, which were granted as fast as received. Later WSM went on the air to give blanket permission to all stations within its service area to pick it up. It had reports that the broadcasts were being carried by WBBM, Chicago, and thence to CBS; by WMCA, New York, and thence to Inter-City Network; WJSV, Washington; KXBY, Kansas City; KARK, Little Rock; WIND, Chicago; WCBD, Chicago; WTIC, Hartford; WATL, Atlanta; WLAP, Lexington, Ky.; KTEM, Temple, Tex.; WFIL, Philadelphia, and WMBR, Jacksonville, to mention a few.

WSM itself, as soon as the flood danger appeared imminent, relayed an amateur from Marion, Ky. (W9JEG) who reported he had contacted W9CHL at Paducah and learned the entire city was under water, and that the broadcasting station WPAD was out of commission. Harry Stone, manager of WSM, with Jack Harris, announcer, and Aaron Shelton, operator, went on board the river boat *Lockendam* up the Tennessee River with shortwave equipment to relay reports back to WSM. They found the situation bad. Stone was called back to Nashville to arrange the WHAS hookup with Barry Bingham and Lee Coulson, of WHAS, but Harris and the operator continued 160 miles up river with the rescue officials to Eddyville, Ky. They found that community had been cut off for 36 hours and they were able to broadcast its first appeals for help, leading to the sending of food and supplies.

WSM reported it planned to stay on the air continuously until the danger was over, Nashville itself apparently being in no danger. The Nashville Red Cross used the station as its coordinating headquarters and regularly broadcast road and rescue directions. Ed Kirby, WSM promotion manager, was officially appointed Red Cross publicity director. Jack Montgomery remained constantly at the big transmitter, with Shelton Weaver at the controls and Tom Stewart and David Stone announcing. If the WHAS telephone link was destroyed, Jack DeWitt, WSM chief engineer, planned to maintain a contact with that station if pos-

(*Continued on page 72*)

After Ten Years

WSM, Nashville, broke a decade-old tradition during its continuous flood relief work by withdrawing the identification "Broadcasting service of National Life & Accident Insurance Co.." The break was cut to "WSM, Nashville" because it was feared some might think the station was taking advantage of its focal point in a critical situation. The insurance company automatically extended insurance in force four weeks whether lapsed or not but would not permit announcement of the fact.

WXYZ
DETROIT
PRESENTS
Marguerite Werner
AT THE ORGAN

A talented musician of national fame, Marguerite Werner has, by means of regular daytime programs on WXYZ, built a vast following of women listeners. This is typical of WXYZ-built shows which are well planned, well executed and definitely designed to build up sales!

WXYZ

WHEN WOMEN LISTEN . . . THEY BUY!!

Morning and afternoon advertising over WXYZ is unusually productive because—during the last 5 years—great care has been taken to fill daytime hours with talent that appeals to women listeners. WXYZ dominates Michigan's richest market which covers a 40 mile area around Detroit. An economical day time show over WXYZ will sell YOUR product in this territory. For WHEN WOMEN LISTEN—THEY BUY!!

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit
Eastern Office: 550 Chanin Building New York, New York
Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Western Office: Russ Building San Francisco, Cal.

WAVE draws no fan-mail from China—we simply don't reach that far. By the same token, you *pay nothing* for our "coverage" of that honorable country. You pay only for the people you *really reach* in the rich market around Louisville—1,132,692 listeners, of whom 420,000 live virtually within sight of our tower! . . . N. B. C.

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KSD Serves as Carrier Of AP News to Member Papers Cut Off by Storm

A UNIQUE example of the type of public service that can be rendered by radio in emergencies was given last month when KSD, St. Louis, came to the aid of the Associated Press in overcoming a serious breakdown of communication facilities in Missouri and Illinois when one of the worst sleet storms on record swept through the Middle West.

When the AP found that all lines were down to several important cities in the two states, the facilities of KSD, operated by the *St. Louis Post-Dispatch*, were made available to the press association to broadcast bulletins to isolated member papers. Occurring on Jan. 8, the storm carried away practically all the regular telegraph and telephone lines in the two-state area. The radio bulletins broadcast over KSD were the only spot news received in several cities that day.

The St. Louis bureau of the AP presented its problem to KSD shortly before noon on the day the emergency developed. It was arranged to make a broadcast at 1 p. m. Because there was no way of notifying the member papers in the isolated towns, an announcement was made on KSD about 45 minutes in advance of the news broadcast, asking listeners in the towns affected to notify their newspapers to tune in KSD at 1 o'clock. Several of the newspapers printed front page stories about this special service by KSD for the Associated Press and its members.

DECORATED—Walter Koons, left, NBC music editor and originator and conductor of the *Music Is My Hobby* series, on Jan. 18 was decorated by the French government with the palms of an officer of the French Academy "in recognition of services rendered in the promotion of music culture and for furthering the cause of French music and French musicians in the United States." The award seldom goes to others than Frenchmen. It was presented by Count de Fountnouvelle, right, French consul general in New York.

Alaga Syrup Discs

ALABAMA - GEORGIA SYRUP Co., Montgomery (Alaga syrup) will start its transcription campaign Feb. 2 on 10 southern stations (WAPI, WALA, WSFA, WFLA, WIOD, WJAX, WSB, WTOC, WRDW, WCSC). Program will be heard once weekly during the early evening hours. RCA-Victor is cutting the discs with NBC transcription department producing the program which will be entitled *Alaga Melody Meetin'* with John Henry as head man, plus the Inkspots, and Eddie Mathews, colored baritone. Fitzgerald Adv. Agency, New Orleans, has the account.

Negro Cosmetics Test

VALMOR PRODUCTS Co., Chicago (Sweet Georgia Brown hair dressing and face powder for Negroes), is using 100-word announcements on WMCA, New York, following that station's *Harlem Amateur Hour* broadcasts on Wednesday nights. A test offer of a free sample of the face powder is being made and if it proves successful other stations having similar programs will probably be added to the schedule. Agencies: Frankel-Rose Co., Chicago.

Musicians Union Backs Move to Block MPPA Air Checking Proposal

MOVEMENT to block reported plans of the Music Publishers Protective Association to license air checking of programs has been started on the Pacific Coast, with Clark Wilson, board member of the San Francisco Musicians, Local 6 of A. F. of M., as instigator.

Mr. Wilson, who is also supervisor of recording activities and a member of the Union's radio committee, pointed out that licensing of air checking would work a hardship on musicians from coast to coast. He stated that MPPA proposes to classify the various groups of off-the-air recorders and to set an annual fee for each class. A detailed list of the compositions recorded will also be demanded by MPPA and allocation of royalties to copyright owners will be based on statistical information.

"Judicious air checks, properly policed, have been the means of placing many bands into contracts which have been as far-reaching as Honolulu, Panama and Cuba, as well as throughout the United States," Mr. Wilson said.

"In reference to park band concerts, private band engagements, picnics and other 'off the air' functions—if the MPPA carries out its plan to fix a charge against all bands and orchestras functioning in the United States for the rendition of musical matter now under its control—musicians throughout the country will be compelled to take united action. It seems, at first glance, to be an extremely unfair setup as far as musicians are concerned and should be checked immediately, before MPPA takes any action. Musicians across the nation have been lending their services to a tremendous build-up on behalf of MPPA and the payoff has been nil except for a service charge for the broadcast—with MPPA reaping the harvest. Without musicians rendering aid to MPPA, all musical material would lay dormant on shelves."

P & G Shifts Series

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Feb. 5 will discontinue *Five Star Jones* on NBC-Blue network, Mondays through Fridays, 10:15-10:30 a. m., and replace it on Feb. 8 with *Oxydol's Own Ma Perkins* program, currently on NBC-Red. The change is in line with P & G's policy of using the same script program on both NBC networks so long as they advertise the same product in each period. Blackett-Sample-Hummert Inc., Chicago, has the account.

TO PROMOTE its high school series, titled *High School Reporter*, WMCA, New York, has issued a four-page promotion piece titled *Life Begins at Fourteen*. Facts about the six-weekly evening programs are given. The piece is distributed among high schools.

THE MOST POWERFUL STATION

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Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

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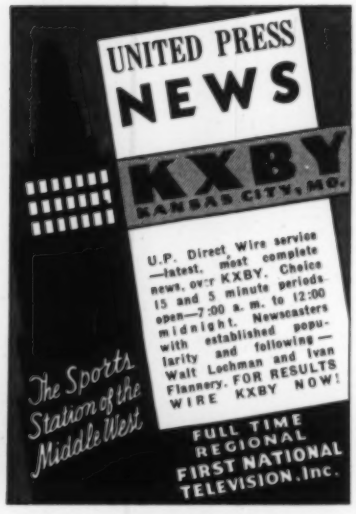
"THE VOICE OF OKLAHOMA"—TULSA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U.P. Direct Wire service—latest, most complete news, over KXBY. Choice 15 and 5 minute periods open—7:00 a. m. to 12:00 midnight. Newscasters with established popularity and following—Walt Lochman and Ivan Flannery. FOR RESULTS WIRE KXBY NOW!
The Sports Station of the Middle West
FULL TIME REGIONAL
FIRST NATIONAL TELEVISION, Inc.

WJBY Produces Results
In Alabama's Second
Industrial Market
WJBY
Gadsden, Alabama

THE NATIONAL BROADCASTING COMPANY

Announces That

KOB

Albuquerque • New Mexico

Will become an outlet for the Blue and Red Networks

KOB has 10,000 Watts Power and Operates on a Frequency of 1180 Kilocycles

•

On February 1, WGBF, Evansville, Indiana and WBOW, Terre Haute, Indiana become affiliated with NBC as optional outlets on the Blue and Red Networks.

•

NOW.... 117 STATIONS ON NBC NETWORKS!

MEMPHIS MEETS A CRISIS—Left photograph shows the five brothers Wooten, of WREC, Memphis, in main studio upon return of S. D. and Roy Wooten from three days of shortwave relay broadcasting from the flood area. Left to right, standing, are F. H. (Bud) Wooten, salesman; Hollis Wooten, in charge of local sales; S. D. Wooten, chief engineer. Seated at left is Hoyt B. Wooten, WREC president, and at extreme right is Roy Wooten. Center photograph shows WREC engineers loading mobile transmitter in automobiles after midnight Jan. 25 for foray into Arkansas flood area; set was installed and operating at Osceola, Ark. by 4 a. m., a few hours after town was completely isolated. Left to right are Therold Bailey, S. D. Wooten, Roy Wooten and Bill Landolina. Photo at right shows anxious people crowding studios of WREC for possible word from relatives. WREC sent out portable shortwave sets and organized all available amateur stations to relay information.

Radio's Role as Flood Waters Raged

(Continued from page 69)

sible through an amateur shortwave rig, having his own "ham" station W4CRE in readiness at the transmitter plant.

So many stations had joined its "voluntary inter-city network", picking up the WSM - WHAS broadcasts off-the-air, Manager Harry Stone of WSM reported by phone Jan. 26, that it was impossible to keep a tabulation of them. WSM had broadcast to all stations authority for the pickups and rebroadcasts, and several score were doing so.

On Jan. 26 Gov. Chandler of Kentucky issued his proclamation of martial law over WSM and WHAS, speaking from the WHAS studios in Louisville, and in the course of his talk asserted that without the assistance of radio the relief work would have been rendered impossible.

The WHAS broadcasts were frequently carried on its own wave of 820 kc., whenever its motor generator enabled it to get on the air. Although its power fell far short of its licensed 50,000 watts, the Louisville station was able to get its signals out quite clearly on its clear channel. The broadcasts led to hundreds of offers of serum, boats, fire engines, motor generators, etc. from non-stricken communities, which WSM asked the Red Cross to handle immediately.

WCMI's Relief Work

WCMI, Ashland, Ky., went on the air at 4 a. m. Jan. 21 at the request of city officials to warn the tristate area that the Ohio was going to leave its banks. Soon the river was creeping up Ashland streets and the station settled down to flood duty.

James F. Kyler, manager, took charge of all operations and named Paul Ruhle director of flood activities. Hester Kyler, program director, cancelled all scheduled programs and placed all facilities at the disposal of relief organizations. A battery of telephones was installed to direct relief groups and contact national guard and other agencies.

As water began to creep into the first floor of the WCMI building all equipment was moved to the second floor. The American Legion organized relief crews controlled from WCMI through radio-equipped automobiles. A four-minute break occurred when city power went off but was quickly repaired. Remote studios were installed in the Marting Hotel in Ironton, O. Militia and the state patrol removed some 2,000 persons from flooded areas with the aid of radio bulletins.

A drive for funds produced $15,000 in seven hours in addition to food and clothing which were dispatched by boat, auto and airplane. Orders were broadcast to evacuate the town of Greenup by special trains. A mobile unit was placed on a relief truck.

The WCMI building was completely isolated by water [see page 9 photo] and the lower portion of the vertical radiator was treated to assure efficient operation during the continuous service. A doctor and registered nurse treated staff members, several of whom were exhausted and transferred to a hospital. Local amateurs fed numerous bulletins to the station.

Those on continuous duty were James F. Kyler, manager; Hester Kyler, program director; Paul Ruhle, flood director; Tys Terwey, Bill McKinney, Paul McKenna, John Smiley, Lee Andrews, Max Spray, Bob McCoullough, announcers; Ernest Herider, George M. Horne, Raymond Shannon, engineers; Jack Bell and Myron Callihan, production men; 14 staff musicians.

Memphis Stations Help

AS EARLY as Jan. 20 WMC and WREC, Memphis, had begun to broadcast flood warnings and as the situation became more tense the flood service was increased until by the weekend commercial programs had been tossed aside for public welfare broadcasts.

Both WMC and WREC put their shortwave mobile units into service when the Mississippi began to rise and prepared for a long siege as warnings were received that swollen tributaries might raise the Father of Waters to the highest point in history.

By Jan. 26 WREC had been on the air 96 hours without a break, and its shortwave units WAEW and WAEX were spotted from place to place as the occasion required. Amateur stations W9JNG, Carruthersville, Mo., W9CXD, Paducah, Ky., W5BKD, Blytheville, and W4DOF, Ocesola, Ark., carried on relay service and two-way service was established with KBTM, Jonesboro, Ark., and KLCN, Blytheville, Ark.

Funds Raised

WHEN electric, telephone and train service went out in much of the territory, radio remained the only means of communication and 100 volunteer workers aided WREC in remaining on the air. Hoyt B. Wooten, president of WREC, was in charge of arrangements, with Chief Engineer S. D. Wooten and Chief Announcer Roy Wooten directing their respective departments. Wilson Rainey, assistant chief engineer, handled all relay broadcasts and at one time had been on duty constantly for 96 hours. Engineers Schroeder and Phillips aided in operating special receiving equipment.

In a 36-hour period WREC raised more than $25,000 for flood relief as well as another $5,000 in pledges. When pledges reached their height Jan. 25 a battery of additional telephones was installed but these were inadequate and a number of business firms placed their facilities at the disposal of the station.

Numerous programs were relayed to CBS, including one from Leachville, Ark., totally surrounded by water. Broadcasts from Blytheville were made by direct wire as long as telephone lines were in operation. The complete crew remained on duty at the transmitter.

WMC began broadcasts from its shortwave unit, WABG, Jan. 20 and as the situation became more critical they were put on with increasingly regularity. The first flood broadcast was from Senath, Mo., fed to NBC-Red, with Bill Fielding, WMC announcer, interviewing refugees. Chief Engineer Clyde E. Baker was in charge of all WMC technical facilities.

Fielding and David Cobb, also an announcer, fed NBC-Red the night of Jan. 21 from Blytheville, Ark. and on Jan. 22 a running account of the crisis was begun. Earl Moreland, Joe Duval and F. W. Roth, in the studio, conversed frequently with Fielding, Cobb, and Baker who moved around the flooded region, their two-way conversations going on the air.

Jan. 23 WMC experienced a transmission line break and Cobb conducted a scheduled broadcast over NBC via the shortwave unit. Later in the day permission was received to operate on 5 kw night as well as day and WABG was placed aboard the Sequoia, government engineering boat engaged in rescue work at New Madrid, Mo. Frequent broadcasts were shortwaved to WMC and fed to NBC. Robert Gray, WMC publicity director, prepared news bulletins and flashes.

Both WMC and WREC cooperated with Red Cross and other officials in broadcasting flood bulletins and work of aiding those in distress was guided through the constant messages directed at rescue crews.

Parkersburg Struck

AS EARLY as Jan. 21, Parkersburg, W. Va., became conscious of the fact that a flood of major proportions was in the making, according to telegraphed advices from Harold McWhorter, manager of WPAR, and that station immediately cleared for action. "All schedules were disregarded," Mr. McWhorter wired, "and an emergency setup was established with all announcers, salesmen, secretaries, operators cooperating in organizing for the greatest service possible to the common good of our community.

"Constant warnings were broad-

Station Rushes Serum

A DRAMATIC moment in the WHAS broadcast over WSM occurred the night of Jan. 25 when the announcer at WHAS called for WCAU, Philadelphia, and requested that it send typhoid serum instead of the $2,000 cash which the station's manager, Dr. Leon Levy, offered for the relief fund. The serum was sent.

cast from the local weather bureau, and 24-hour service was maintained. Remotes were installed at all vantage points, and messages to relatives and friends were broadcast with astoundingly unusual results. Humans and animals were rescued from Blennerhassett and Neal islands through the directions of WPAR. In seven hours the station raised $2,500 and much food, clothing and bedding."

Last reports from WPAR were that the water's stage at Parkersburg had reached 56 feet and was still rising, but WPAR was maintaining a 24-hour schedule. Its engineers at its transmitter four miles away were cut off from town and completely isolated, but the plant was being maintained. Although WPAR is a 100-watter, its signals were carrying up to 150 miles during the daytime and thus proving a boon to the relief workers.

Pittsburgh Relief

NOT BADLY hit itself, as it was in the big flood of last year, but beset with anxiety, Pittsburgh early became a focal point for relief activities, with every one of its stations casting aside schedules to broadcast relief appeals and to stand by for direct aid. Another rise Jan. 26, however, created a second crisis.

WJAS reports that it had Beckley Smith, its news commentator, on the air all night Jan. 23 until after the flood crest had passed Pittsburgh and the rivers had started to recede, and made all its facilities available for flood relief. Its news room was swamped with telephone calls regarding the local Ohio Valley situation. Constant contact was maintained with Transradio Press by its two-way teletype circuit, and the local news was handled by phone with United Press headquarters in Pittsburgh.

Harry Woodman, manager of KDKA, Pittsburgh, reported that no grave situation arose in that city in view of the minor proportions of the flood, but KDKA fed the NBC-Blue several bulletins and carried a local broadcast from a floating night club on the Allegheny River.

WCAE, Pittsburgh, fed the NBC-Red network a flood bulletin at midnight Jan. 22, and thereafter kept constantly making appeals for flood relief by the mayor, sheriff and others preparing to carry aid to the beleaguered areas. WCAE helped them organize a relief caravan to carry supplies to Portsmouth and other affected areas. Norman Twigger, WCAE news commentator, handled the flood broadcasts.

The anxiety felt in Pittsburgh before the news that the crest of the flood would not reach the proportions of last March impelled WWSW to intersperse every program with flood bulletins, broadcast direct from its affiliated *Pittsburgh Post-Gazette*. Through amateur station W8HLM, operated by Charles Affelder, a staff operator of WWSW, contact was made with W8YX at the University of Cincinnati for news from that stricken city. The Cincinnati amateur's phone broadcasts were rebroadcast and gave a vivid account of the situation.

Cleveland Does Its Part

WHK and WJAY, Cleveland, staged an all-night live talent

(*Continued on page 77*)

NO BROADCAST IN CHINESE

But Plenty On Raging Flood--The Thrilling Story of A Station Going Under Water

What it feels like when water threatens to engulf a radio station is told by Nate Lord, manager of WAVE, Louisville, in this note to BROADCASTING *Jan. 23, before the water had reached its crest. Since then the station has limped along with the aid of auxiliary power, the haggard staff standing by the microphones in the public service.*

NO BROADCASTS in Chinese, but lots of them in about ten feet of water. WAVE's entire staff is living in the Brown Hotel, most of them so the station can stay on the air constantly, but one of them (me) because my home is marrooned. Beds are in all of the studios and offices. The two radio stations really are doing noble work in relieving the suffering here.

George Norton [WAVE owner] is cut off from the main part of town by a flooded creek. This morning he is endeavoring to reach my house to see if it's still there. Charles Leonard is rowing a boat around the county taking people out of second story windows.

The hotel basement is flooded, either from a burst water main or a burst 16-foot sewer. Can't tell which until the flood subsides. Louisville Gas & Electric Co. determined to keep us on air even if water in basement floods out present power supply. [WAVE power supply later failed but was reinstated with gas generator flown by NBC from Chicago.]

City's water supply gone. Have enough in reservoirs for four days by rationing. However, two distilleries with their deep wells can be reached and it will be possible to get drinking water by tank cars.

Gas supply cut 75%. Main power plant may go out any minute. Plant constructed to withstand a river crest of 47 feet. It's now 50 feet and at least a foot and a half more expected. If plant goes down, will have power only for hospitals, a few residences and the radio stations and newspapers. Street cars not operating. Gasoline shortage near as all storage tanks isolated by water.

The big oddity is no deaths yet in Louisville. Two in Frankfort and probably many more but can't be sure until water subsides. River full of loose homes. Seventy thousand persons in Kentucky homeless. All sections using automobile radios to get news. We are broadcasting regulations and warnings. Also are getting pickups from refugees. Two of our men, John Starks and Jim Hart, escaped with their lives last night when their motor boat almost foundered. Starks gunned the motor and planed the boat to a landing. Hart got a nasty head blow when the boat passed under a street light which, of course, was doused. New Albany and Jeffersonville, Ind., directly across the river, are about washed out.

All business, except food, and all theaters, office buildings, etc., suspended.

I'm sorry to send you such disjointed stuff, but phone interruptions are innumerable. Typing this myself as all stenos are busy on flood news.

Can't estimate damage yet and none will be accurate until the water leaves.

West Point, not far from the Fort Knox gold hole, is probably obliterated, but can't be sure as town entirely under water.

Streets icy due to sleet and snow storm, but the cold weather is a gift as it has slowed the rise. Originally feared 55-foot crest, but 51½ is probably going to be the highest. It's the biggest flood on record, the previous high being 47.6 in 1884. Won't I be able to bore my grandchildren.

Correction: New weather report: Flood crest of 52 feet Monday, barring further rains or a rapid thaw. Even my pen is flooded.

Missing Persons

A BUREAU of Missing Persons to aid in locating the lost was set up Jan. 28 by WSM, Nashville, as thousands telephoned and telegraphed the station in an effort to get word to and from relatives. The bureau was operating 24 hours a day with a staff of 25 and 14 telephones. Inquiries and location of persons were indexed to help reunite families. Accurate information was broadcast, with radio again proving the means of quickest action.

WJJD

has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS

LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION in CHICAGO !

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NATIONAL REPRESENTATIVES
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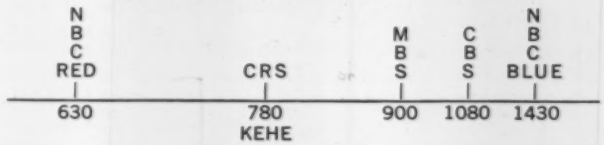
Take a Stroll

down Los Angeles Radio Street.
You'll find KEHE
Right in the Middle of the Dial



Insure coverage of the nation's fastest growing market, Los Angeles, by buying time on its fastest growing station, KEHE.

5,000 WATTS L. S.

New RCA high fidelity equipment throughout

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Calirad Wafer on MBS

AFTER a series of test spot campaigns placed by Blackett-Sample-Hummert Inc., New York, Sterling Products Inc., New York, (Calirad wafer) has appointed Thompson-Koch Co., Cincinnati, to place a half-hour program on four Mutual stations (WOR, WGN, CKLW, WAAB), Mondays through Saturdays, beginning Jan. 25. WOR only broadcasts the Calirad program on Mondays, Wednesdays and Fridays. The half-hour is titled *Get Thin To Music* and is keyed from WGN, Chicago.

Fitch Adds Series

F. W. FITCH Co., Des Moines (Fitch shampoo) on March 3 will start its second NBC program, using five NBC-Red network stations (WEAF, WCAE, WTAM, WMAQ, WWJ), Saturdays, 11:45-12 noon. Program, talent not set, will run for 13 weeks, and will originate from Chicago. *Sunset Dreams* on NBC-Red, Sundays, 7:45-8 p. m., with repeat at 11 is the other NBC-Fitch program. L. W. Ramsey Co., Davenport, Ia. has the account.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

FOR SALE

One Western Electric 6B, 1 KW transmitter with complete set of spares as required by Commission, in first-class working condition.

$2300.00

WSMB
NEW ORLEANS

H. G. Nebe, Chief Engr.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Experienced sports, news commentator, announcer. Employed. Desires change scenery. Go anywhere. Liberal terms. Three years broadcasting. Excellent references. Box 622, BROADCASTING.

Experienced newscaster and announcer. Qualified in all phases of studio production; competent continuity writer. At present located on Pacific Coast. Box 621, BROADCASTING.

Station Salesman, eight years with prominent midwestern station, desires new connection with station offering good chance for advancement. Has sold largest accounts in middle west and has been able to keep them sold. Best of references from advertisers and from station management will be furnished on request. Box 620, BROADCASTING.

Announcer-Continuity Writer. Ten years experience. Thoroughly capable program arranger and director. Specialty is preparing and announcing commercial copy. Sober and industrious. Southern station preferred but not essential. All correspondence confidential. Box 616, BROADCASTING.

Program Director—Network and Independent Experience. Interested only in permanent work; employed; college education. Prefer small or medium sized station. Specializing in re-vamping old programs and building new Music, Drama and Novelty Programs with live talent. Box 619, BROADCASTING.

Contact executive national agency desires to re-enter radio field as commercial manager. Familiar with all phases successful radio selling. Excellent references. Age 30. Station must have possibilities. Let this man increase your billing on salary and percentage arrangement. Box 613, BROADCASTING.

Help Wanted

If you can sell radio advertising on hundred watt station in large city, we have unusually attractive proposition. No floaters. Permanent employment. Address Box 614, BROADCASTING.

Help Wanted (Cont'd)

WANTED: Experienced time salesman for regional Mid-Western Network Station in city of half million. Attractive proposition for thoroughly reliable young man. Write complete details to Box 623, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

Hundred watt Station. Mid-South location preferred, with 25,000 or more population. Address Box 615, BROADCASTING.

Cash for 100 or 250 Watt Station in progressive city anywhere. Send details and market analysis. Box 618, BROADCASTING.

For Sale — Equipment

FOR SALE — AT BARGAIN

Two Milliken-Blaw-Knox bolted structural steel radio towers—Height 152 ft.—Base 15 ft. 6 inches square, tapering to 2 ft. square at top. Equipment includes two hand winches. Can be delivered approximately March 1st. WTAR, Norfolk, Va.

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Presto Recorder, Complete with amplifier; in perfect condition. Priced to sell. Box. 617, BROADCASTING.

INDIANA STATIONS BEHIND LIBEL BILL

A BILL designed to protect broadcast stations from libel and place them on the same basis as newspapers in such actions has been introduced in the Indiana Legislature through cooperation of WGBF-WEOA, Evansville, and WBOW, Terre Haute. Other stations in the state are supporting the measure. The bill also provides for television, according to W. W. Behrman, WBOW manager, one of its sponsors. Text of the bill follows:

An act concerning libel or slander by radio or television companies in civil cases.

Section 1. Be it enacted by the General Assembly of the State of Indiana, that before any suit shall be brought for the publishing, speaking, uttering or conveying by words, acts or in any other manner of a libel or slander by any radio or television station or company in this state, the aggrieved party shall, at least three (3) days before filing the complaint in such suit, serve notice in writing on the manager or managers of such radio or television station, at their principal office, specifying the words or acts which he or they allege to be false and defamatory. If it shall appear upon trial of said action that said words or acts were conveyed and broadcast in good faith; that its falsity was due to mistake or misapprehension of the facts, and that a full and fair retraction of any words or acts therein alleged to be erroneous was conveyed or broadcast on a regular program of such radio or television company, within ten (10) days after such mistake or misapprehension was brought to the knowledge of such manager or managers, at approximately the same time and by the same sending power so as to be as visible and audible as the original acts or words complained of, then the plaintiff in such case shall recover only actual damages: Provided, however, that the foregoing provisions of this act shall not apply to the case of any libel or slander against any candidate for a public office in this state, unless the retraction of the charge is made in an audible or visible manner at least three (3) days before the election.

Section 2. The words "actual damages" in the foregoing section shall be construed to include all damages that the plaintiff may have suffered in respect to his character, property, business, trade, profession or occupation, and no other damages whatever.

Section 3. Whereas an emergency exists for the immediate taking effect of this act, this act shall be in full force and effect from and after its passage.

JOSEPH MAGNIN Co. Ltd., San Francisco (department store) which has been sponsoring for the past 18 months the weekly quarter-hour *Hollywood Reporter*, with Don Allen, commentator, giving film gossip on NBC-KPO, has a tieup with the United Artists Theater in that city. In exchange for announcements of current attractions on the program, the *Hollywood Reporter* is promoted on the screen by a short animated trailer.

* * *

WLTH, Brooklyn, which features the *Jewish Court of Arbitration*, sustaining each Sunday morning, scored a coup in face of the ban of legal talent invoked on such programs as *Good Will Court* when a judge of a domestic relations court was represented on its Board of Arbitration Jan. 24. The judge was Morris E. Barison of the Juvenile Domestic Relations Court of Hudson County, Jersey City, N. J. Judge Barison volunteered to "sit" during the *Jewish Court* along with a rabbi and business man. The Board of three varies from week to week.

NEWS
is your best bet
TRANSRADIO

Hearing Asked on Station Shift

(Continued from page 14)

any reallocation has been arranged or agreed upon, all of which would, of course, be subject to the approval of the FCC, it is the first public acknowledgement on the part of the Big Boys in radio that, try as they may, they can no longer deny the justice of Labor's demand for proper recognition in the broadcasting world by the assignment of at least one national cleared broadcasting frequency for which Labor has persistently and consistently fought these many years.

"It is interesting to note that this story was cleverly presented in such a way as to make it appear that the proposal constituted a generous and substantial concession to Labor's demands, and while it was stated that the proposal had been 'tentatively rejected' by the representatives of Labor, great care was exercised not to state certain very good and sound reasons for such 'tentative rejection'. This omission, doubtless, was calculated to leave the inference that Labor had been made an extremely fair and generous offer and was pursuing its alleged customary stubbornness of purpose by persisting in its demands that the 970 kc. channel be cleared for Labor's exclusive use."

Mr. Nockels continued that while Labor is "duly appreciative of the consideration thus far accorded the last official appeal" of the A. F. of L. for a clear channel for WCFL, the last national convention of the organization passed a resolution in the form of a petition to Congress for the 970 kc. frequency as a clear channel. Moreover he said that 1020 kc. does not represent a full compliance with "Labor's petition", because a Canadian station on 1030 kc. causes interference with it; because a station in Juarez, Mexico, seriously interferes with coverage in the Southwest, and because a station in Windsor, Canada, operating on 1030, would drown out coverage in Detroit and other markets.

After reciting why the 970 kc. channel is better adapted for its purposes, Mr. Nockels added:

"If BROADCASTING had printed these facts which constitute the real reason why, as it states, the proposal for the assignment of the 1020 kc. frequency to Labor has been 'tentatively rejected' and the petition for clearance of 970 kc. for Labor renewed, then its readers would have had an opportunity to view the true picture, and could have readily seen that the representatives of Organized Labor, who have fought almost single-handed and alone against the monopoly of the air-waves and their exploitation by traffickers in wave lengths, could offer their constituents no justification for quickly swallowing without rigid inspection and close examination the seemingly attractive bon bon proffered in what it was apparently hoped might prove a most tempting manner."

Mr. Nockels charged also that the conference held in Washington Jan. 6 was attended only by representatives "of all the parties concerned" except WCFL and Organized Labor, "the real interested parties." All of the WCFL representatives, including Former Senator Dill, Frank P. Walsh, B. F. Goldstein, Chicago attorney, as well as himself, he said, were in Washington at the time. He added that a "little dinner" was held afterward "to celebrate the manner in which WCFL had been 'taken care of'." He concluded that Labor "is by no means discouraged or downhearted" and that its "strenuous battle against the monopoly of the air, as well as against all other forms of monopoly is at last bearing fruit."

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
FIRST in St. Louis
to broadcast Basketball, Tennis and Track Events!

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

At the **TOP** 550 kc *in San Antonio*

Showmanship?

● **"HIGH SCHOOL STUDENTS OPERATE KTSA"**
"Worthwhile experiments—good for radio industry to get closer to public—encourages young people to become intelligently interested—a service to advertising and industry." (Printers' Ink, 12-24-36.)

● **"KTSA LOCATES LOST ARMY PLANE"**
"Something of a record—overdue army plane—broadcast over KTSA—whereabouts and verification established in four minutes and fifteen seconds." (San Antonio Express, 11-29-36.)

● **"ALAMO DOWNS RESULTS ON KTSA"**
"San Antonians and South Texans want information and results of Alamo Downs (San Antonio) Races. KTSA's Sports Department gives listeners what they want—first and best."

And many other EXCLUSIVE FEATURES of great interest to San Antonio and South Texas

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO
NATIONAL REPRESENTATIVE:
NEW YORK CHICAGO SAN FRANCISCO DALLAS LOS ANGELES

Nets Leap Into Breach to Aid Stricken Stations, Carry Reports

BEING nearest the scene of the disaster, Chicago headquarters of the big networks early became the focal point of their activities, with the staffs of key stations there quickly mustered for emergency duty and with New York sending men to replace them so that ordinary network routine might not be hampered.

From Jan. 20 on, the networks carried daily eyewitness accounts from the stricken Ohio and Mississippi valley areas, broadcasting from stations within the flood zones and from their own mobile crews quickly dispatched to various vantage points. NBC established mobile units at Cairo, Evansville, Vincennes and Portsmouth, and on Jan. 26 sent Announcer Lynn Brandt and Engineer Gerritt Devlieg in an airplane to relay via shortwave observations of the flood along a 700-mile front.

CBS on Jan. 25 sent Truman Bradley, ace commentator of WBBM, Chicago, in a chartered plane over Cincinnati and Louisville, and shortly after landing that night in Indianapolis he went to the studios of WFBM to broadcast his report to the network.

Felix Greene, New York representative of the British Broadcasting Corp., left Jan. 26 by plane for Chicago, planning to go as far as possible into the flood zone and broadcast a special report to the BBC.

Mutual Network was frequently keyed from WLW, in the heart of the stricken area, and broke its routine often for special broadcasts, its hookups with WLW enabling it to get the reports of WAVE with which WLW had hooked up by telephone line.

Inter-City System had WMCA, New York, feeding it with pickups from the so-called "Voluntary Inter-City Network" which was organized shortly after midnight Jan. 24 when Louisville's power was cut off and when WHAS and WAVE in Louisville gave blanket authority to all stations capable of hearing them to pick up and rebroadcast their signals. Regardless of network affiliations, some 25 or more stations at once formed themselves into this emergency "wireless hookup" to carry the direct reports of the disaster to the outside world. Later it was reported that possibly 200 stations had joined this off-the-air network.

H. Leslie Atlass, CBS Chicago vice-president, and Pat Flanagan, veteran WBBM announcer, on Jan. 25 broadcast an appeal for other stations in nearby states to pick up the program it was taking off-the-air from WHAS and relay it, and it was reported that before dawn some 25 stations in seven states were on the air with Louisville's emergency pleas.

NBC dispatched Lyle Van and Gene Hamilton to Chicago to assist as announcers, and also sent a corps of operators, while Ken Fry, Chicago special events director, Announcer Norman Barry and Engineers E. A. MacCornack, R. A. Limberg and H. D. Royston went to Evansville and other Ohio Valley points with a portable transmitter. NBC used KSD, St. Louis, WMC, Memphis, WSM, Nashville, WAVE, Louisville, WLW-WSAI and WCKY, Cincinnati, as pickup points for their own crews, and was prepared to pick up the reports of the shortwave crew which WOW, Omaha, had sent to Cairo.

24-HOURS A DAY — Everything else was kicked into the corner as WPAR, Parkersburg, W. Va., went on flood duty. Manager Harold McWhorter (seated) and aides are shown in action. Standing (left to right) are Abe Rauch, salesman; Sarah L. Heermans, Bob Ebart, announcer, and Carl Loose, program director. Also taking part were Paul Schimmel, and Raymond Penner, announcers.

Seaching the Sky

NEW YORK, Chicago and Philadelphia headquarters of NBC were instructed to detail engineers to their homes to monitor the shortwave bands for any special amateur broadcasts carrying emergency appeals or otherwise worth picking up, and in New York George E. Milne, eastern division engineer, directed this activity.

On Jan. 26 NBC estimated its two networks had carried broadcasts from 61 different points, and, in addition to frequent breaks into commercial and sustaining programs with Press-Radio Bureau reports it estimated it would continue with at least eight more pickups a day thereafter. CBS estimated that in the first five days of the crisis it had carried broadcasts from 31 major flood points.

When WAVE, Louisville, was forced off the air due to power failure the night of Jan. 24, NBC sent a 400-pound gasoline-driven generator and four transmitting tubes to its Louisville affiliate by plane next morning, and WAVE was able to get back on the air, though with curtailed power, the next afternoon.

The American Radio Relay League, national amateur organization, used W9PZ, "ham" station donated by Thorne Donnelly, millionaire sportsman, for contacting other amateur units for the Red Cross. Located in Lake Bluff, about 35 miles outside the city, the station is completely free of interference. It set up five separate watches on five shortwave channels under the direction of L. E. Paulsen, chief engineer of WBBM, who is vice-president of the Lake Side Radio Club, operator of the amateur station, and maintained a 24-hour vigil.

Three Chicago stations—WMAQ, WENR and WLS — raised $10,000 as a result of broadcasts the night of Jan. 23 alone.

When, on Jan. 26 and 27, it appeared that the "worst was yet to come", as General Malin Craig, chief of staff of the Army asserted, the networks began to send more relief operators and announcers into the beleaguered areas to replace the exhausted broadcasting men who had been at their posts practically without sleep for four or five days. The networks also attempted to fix periodical schedules of broadcasts from the flood zones, but it was realized that these would have to be altered quickly as the need arose. Word was handed down that commercials should be cleared instantly for emergency flood broadcasts, and in many cases this had to be done.

CBS Never Stops

CBS disclosed that it was working on a 24-hour basis at its key points, with WBBM, Chicago, setting up 24-hour service in order to clear Coast Guard, Red Cross and other officials. CBS had lines to WHAS in Louisville and WKRC in Cincinnati to feed it, as well as numerous remote crews, including Jerry Hoekstra, Harry Flannery, Don Phillips and Engineer Larry Burrows, from KMOX, St. Louis, who had established temporary headquarters at Charleston, Mo. From Washington CBS sent Engineer Earl Merryman to Louisville as a relief operator. WFBM, Indianapolis, also became a key for numerous CBS broadcasts. From New York CBS sent James Kenney to aid its flood crews.

NBC reported to BROADCASTING on Jan. 27 that Announcer Norman Barry, aided by Kenneth Fry, Chicago special events director, and Engineers E. A. McCormack, H. D. Royston and R. A. Limberg were with a mobile unit at Evansville, with Royston later dispatched to Vincennes; that a second Chicago crew, with Hal Totten, announcer, and Malden Eichorst, engineer, was at Cairo, being reinforced by a mobile unit from KSTP, St Paul; that W. O. Conrad and John M. Larson, Chicago engineers, had been relieved of studio duties to man their amateur shortwave stations, W9WC and W9RSC, respectively, at Evanston, and to maintain contact with NBC field crews, and that Tom Manning was still on duty with his WTAM crew at Portsmouth.

Many NBC Pickups

NBC pickups were coming through periodically from KDKA, WCAE, WLW-WSAI, WCKY, WAVE, KSD and WMC. All network programs were going to regular hookups but the NBC traffic department had no means of knowing whether they were being carried. It was apparent, however, that they were not being carried in the flood area, although WLW on Jan. 24 and 25 was able to clear some program time.

AMERICAN RADIO AT ITS BEST

(An Editorial in The Washington Star, Jan. 25)

THE PRACTICAL utility of wireless communication has been demonstrated many times and in many different ways, but never more notably than last evening, when the stricken Ohio Valley dramatized its plight to the world over the ether. Probably millions "listened in" while towns in the flooded areas told the story of their experience with mid-Winter disaster. The tale was harrowing, yet fascinating. It brought the tragedy of thousands of families into the homes of their neighbors everywhere.

But the broadcasts from Louisville, Cincinnati, Memphis, etc., were not mere news programs. Instead, they were exchanges of information, advice and help. They were put on the air for the service of the populations of the inundated territories and with little regard for the entertainment value they might have for bystanders in parts of the country not affected directly. Perhaps it is not too much to say that the victims of the flood were organized for mutual aid by the radio networks. The morale of the people certainly was strengthened by the messages dispatched to them through the air. Coincidentally, the Nation at large was educated in the meaning of their predicament.

Of course, the appeal of the Red Cross for funds to meet the demands of the emergency was repeated again and again. It was natural that it should be so, but it likewise was inspiring. Many Americans must have rejoiced in the knowledge that an efficient agency is available to grapple with the problem instantly. To render the labors of its representatives easy must be the duty now of all who are not dead to pity for their afflicted countrymen. Money is a small thing to give, comparatively; but it is wanted in quantities and *The Star* counts it a privilege to endorse yesterday's plea for voluntary contributions. For once nothing requires to be added to the petition for assistance. Radio at its best has done the work with credit to itself and its patrons throughout the land.

WPAY Portsmouth Moves to Attic as Town Is Inundated

By MARIE W. VANDERGRIFT
Manager, WPAY, Portsmouth, O.
(By Telegraph to Broadcasting)

PORTSMOUTH, O., Jan. 23 — WPAY at Portsmouth has operated continuously for the past 72 hours, giving bulletins direct from people in flooded areas, amateur relay, police bulletins and direct bulletins from the Portsmouth police department's radio station, WPDI, which had to be moved from the flooded floor and has operated varyingly. In fact, the police have depended largely upon WPAY to carry on their work. We have been in direct communication with them as a part of our broadcast program.

When it became apparent that a flood was inevitable, WPAY literally tore its transmitter out by the roots and installed it on the balcony of its own building, "Radioland" at Portsmouth. This has been operated as a combined studio and transmitter room for the last two days. Water is expected tonight to crest at something above 70 feet. Shortly after 5 a. m. tomorrow morning we will move into our third floor or attic, and continue to give to the people of this area a broadcast service which will be their only way of summoning help, medicine and supplies, and reassuring their friends in the surrounding region.

Record River Depth

SCENES TODAY baffle description. Portsmouth dwellers were sure that their famous flood wall rising to 62 feet would hold back the raging Ohio, but with the conjunction of the Scioto River badly swollen along with the mighty Ohio, the waters rose above the mark set by the 1913 flood, and the depth exceeds all marks in the history of the Ohio River. With WPAY telephones in operation, we had the only phone service in operation during the last 24 hours in the flooded area. Today literally hundreds of messages, including emergency ambulance calls to the hospital, rescues where lives depended upon minutes and reuniting of families were effected.

As general manager I assumed charge of operations, which included the housing and feeding of a staff of 15 people and all passers-by who professed hunger or cold. The boats were like small fleets outside of our second story windows, with messages dropped from windows in bottles, match boxes, small waterproof covers. Hundreds were written by our staff tonight above the boats on the open windows. All were broadcast.

Gwen Williams, assistant manager, supervised the telephone messages and their broadcasting was handled by Orville Fields, program director, and his staff of announcers including Eddie Whikehard, Joseph Graham, Paul Wagner and Buddy Starcher. Maurice Myers, chief technician, supervised all technical details, and Paul Holton and Bob Neunguesser, operators, were at the controls. Commissary and supplies were supervised by Hillborn Lloyd, assistant commercial manager.

Tonight, Saturday, our auditorium which ordinarily had a crowd of 1,000 gay barn dance lovers is a huge indoor swimming pool, with the dive from the balcony not the least bit inviting, and with no gas, no phone service, scant water supply and the probability that power will be shut off and will be forced to a battery supply for use in operating the transmitter, the prospect is dark indeed. The only think left is WPAY, the voice of Portsmouth.

The loss will be almost complete including all of our studio equipment and materials, our chairs, etc. from the auditorium, public speaking system and equipment of our restaurant radio inn, which was also operated in connection with the radio station. During the early morning hours of our broadcasting our signal of 100 watts was heard, and persons were informed, in Pittsburgh, Indianapolis and a hundred other places. One hundred watts, but each worth a thousand right now!

Radio's Role As Flood Waters Raged

(Continued from page 72)

show Jan. 24-25 to appeal for flood donations, leasing a special UP wire from midnight to 6 a. m. for latest flood bulletins. The broadcast raised more than $2,000 and additional appeals continued later kept six switchboard girls busy tabulating pledges which seemed to assure an estimated goal of $10,000.

Throughout Sunday night, Jan. 24, the two stations picked up five to 10-minute broadcasts of their sister station, WHKC, Columbus, every half-hour, during which Larry Roller, public events and special features head of WHK-WJAY, and Bob French, WHKC production manager, went on the air with eyewitnesses accounts of conditions along the Ohio River which they obtained by personal excursions into the devastated areas. These broadcasts also featured interviews with others just returned from the flood zones as well as latest reports picked up from amateur stations.

The entire staff of both stations remained on duty all night, cooperating with the Red Cross, American Legion and other agencies, and reported it expected to stay on the air as long as a crisis existed. A wire dispatch from WHK on Jan. 26 reported:

"Exhausted staff members continued on the air Monday night with pleas for help. WHK again leased United Press wire from midnight to 6 a. m., and picked up and rebroadcast WSM's 'Inter-City network' for two hours early Tuesday morning. While regular announcers and entertainers caught some sleep, Commercial Manager C. A. McLaughlin and Production Manager John T. Vorpe held the fort, announcing names of donors and giving news dispatches. Six girls busy taking pledges haven't had time to compute total which now roughly estimated somewhere around $10,000. Daytime broadcasts largely devoted to flood news and acknowledging pledges. Will continue special broadcasts as long as crisis lasts."

WHK was on the air continuously from 8 a. m. Jan. 24 and reported it will continue indefinitely with special flood programs. WJAY, following its 5:15 p. m. signoffs each night, goes back on air at 1 a. m. the following mornings. United Press wire were leased on a 24-hour basis.

WGAR, Cleveland, offered two mobile units with 100-mile or more radius to Maurice R. Eddy, Cincinnati Red Cross official, who immediately accepted the offer and the units were rushed to the flooded area in charge of R. Morris Pierce, WGAR chief engineer, and Walter Widlar, engineer, who went on continuous duty. One of the units was complete with power supply. The Red Cross official used the transmitters for communication with staff workers.

A Mutual broadcast on the night of Jan. 25 from Cincinnati was picked up from a WGAR unit placed in the flooded area.

In an all-night benefit broadcast Jan. 25 some $11,000 was raised, with contributions still coming in the next day. Two $1,000 donations were included. The Curtis Candy Co. remote ordinarily shortwaved from school buildings was broadcast from the studio with consent of the sponsor.

WTAM, Cleveland, as soon as the flood crisis became apparent, sent Announcers Tom Manning and Bromley House and Engineer Frank E. Whittam and McMahon to isolated Portsmouth, from where frequent broadcasts were carried to both NBC-Red and Blue networks. The men reported considerable difficulty getting their mobile unit over the flood roads and obtaining food and water.

Arriving at Portsmouth 45 minutes before their first broadcast to the Red network at midnight Jan. 22, House and McMahon became sickened by the bad food they had been forced to eat but they remained at their posts. WTAM kept a second mobile unit in readiness for flood duty, and the station ignored all time schedules to remain on the air broadcasting official messages for relief, chiefly by government agencies.

The WTAM mobile unit at Portsmouth on Jan. 25 was called upon to supply police broadcasting service when the Portsmouth police radio was disabled, and Engineers McMahon and Whittam maintained communication with state police and city scout cars until the regular equipment was repaired.

A dispatch from WTMV, East St. Louis, Ill. Jan. 25, signed by Manager William H. West, reported that flood activities of that station up to then had been largely confined to disseminating accurate information and contacting rela-

(Continued on page 80)

RESOLVED • •

To reach more homes with my Advertising Dollar in

1937
By Using

WTOC

SAVANNAH, GA.
1260 K. C. CBS

National Representatives
PAUL H. RAYMER CO.

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THE "LAST WORD" ON THE NORTHWESTERN OHIO AND SOUTHERN MICHIGAN MARKET

This Booklet contains WSPD Coverage Maps — Mail Breakdown — Listener Habits — Population & Radio Homes — Success Stories — Spendable Income of Market and other important data.

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National Representatives
JOHN BLAIR & COMPANY
New York Chicago Detroit San Francisco

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
JANUARY 14 TO JANUARY 28, INCLUSIVE

Decisions . . .

JANUARY 12

(Announced January 14)

ACTION ON EXAMINERS' REPORTS:

NEW, J. T. Bilben & N. G. Barnard, Walker, Minn.—Denied CP 1310 kc 100 w unl., sustaining Examiner Bramhall.

WMFF, Plattsburg, N. Y. — Granted mod. license change D to unl., 100 w N, 250 w D 1310 kc, sustaining Examiner Hyde.

NEW, Struble, Strong & Fagan, The Dalles, Ore.—Dismissed, with prejudice, applic. CP 1200 kc 100 w unl., sustaining Examiner Bramhall.

ORAL ARGUMENT GRANTED—KIT, Yakima, Wash., 2-25-37.

MISCELLANEOUS—NEW, Earl Weir, St. Petersburg, Fla., granted petition WSUN, Clearwater, Fla., to remand applic. CP 1370 kc 100 w unl. to examiner for further hearing on finances and need.

JANUARY 19

APPLICATIONS GRANTED:

WMFJ, Daytona Beach, Fla.—CP new equip., vert. radiator.

KOIL, Omaha—Amended CP move trans. locally, vert. radiator, change equip., increase D 2½ to 5 kw.

KTAT, Fort Worth — CP new equip., vert. radiator.

KOBH, Rapid City, S. D.—License for CP 1370 kc 100 w unl.

KARK, Little Rock—License for CP as mod. 890 kc 500 w 1 kw D unltd.

KSCJ, Sioux City, Ia.—License for CP 1330 kc 250 w aux. purposes.

KPPC, Pasadena, Cal.—License for CP 1210 kc 100 w N-D, Sh.-KFXM.

WGPC, Albany, Ga.—License for CP as mod. 1420 kc 100 w unl., subject decision in case of H. Wimpy asking WGPC facilities.

KGGC, San Francisco—License for CP 1420 kc 100 w N-D, spec.

WATL, Atlanta—Mod. CP reduce height vert. radiator, change equip.

WEDC, Chicago—Mod. license deleted spec. hours, new radiator.

WLW, Cincinnati—Extension spec. auth. 500 kw N & D directional N.

KIRO, Seattle — Extension spec. auth. unl. time.

KWKH, Shreveport, La.—Extension exp. auth. 1100 kc 10 kw unl., directional N.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw LS at KPO to 11 p. m. EST directional.

W9XAA, Chicago—Mod. CP increase to 20 kw.

SPECIAL AUTHORIZATION — WFIL, Philadelphia, granted extension temp. auth. 580 kc 1 kw N.

APPLICATION DENIED — WSAZ, Huntington, W. Va., temp. auth. spec. hours.

SET FOR HEARING—NEW, Anne Jay Levine, Palm Springs, Cal., CP 1200 kc 100 w 250 w D unl.; NEW, Vancouver Radio Corp., Vancouver, Wash., CP 880 kc 250 w D; NEW, Geraldine Alberghane, Pawtucket, R. I., CP 720 kc 1 kw D; NEW, Record Pub. Co., Okmulgee, Okla., CP 1210 kc 100 w D; NEW, Springfield Newspapers Inc., Springfield, O., CP 1120 kc 250 w D; NEW, Ann Arbor Brdcstg. Co. Inc., Ann Arbor, Mich., CP 1550 kc 1 kw unl.; NEW, W. E. Whitmore, Hobbs, N. M., CP 1500 kc 100 w D; KROW, Oakland, Cal., CP new equip., increase 1 to 5 kw unl., before Division; WBNX, New York, CP move trans. new equip., directional, increase 1 kw to 5 kw Sh.-WAWZ, before Division; WSAY, Rochester, CP increase D to 250 w; WSPA, Spartanburg, S. C., CP new equip., vert. radiator, change 920 to 880 kc, increase D 1 to 5 kw; KDON, Del Monte, Cal., CP new equip., change 1210 to 1280 kc, increase 100 w 250 w D to 250 w 1 kw D; KFBB, Great Falls, Mont., CP new equip., move trans., change 1280 to 950 kc, increase D to 5 kw; WEEI, Boston, mod. CP increase N 1 to 5 kw, before Division; KFPY, Spokane, mod. license 1 to 5 kw N, before Division; KGHL, Billings, Mont., mod. license 1 to 5 kw N, before Division; NEW, Pottsville News & Radio Corp., Pottsville, Pa., CP 580 kc 250 w D; NEW, Don M. Lidenton & A. L. McCarthy, Poplar Bluff, Mo., CP 1310 kc 100 w D; NEW, Lou Poller, Scranton, Pa., CP 1370 kc 250 w D.

Rule 175 amended to strike words "consecutive speech" in last sentence and substitute therefor the words "continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 30 minutes."

ORAL ARGUMENTS: NEW, News-Press Pub. Co., Santa Barbara, Cal., 2-4-37; NEW, Voice of Greenville, Greenville, Tex., NEW, Times Pub. Co., St. Cloud, Minn., NEW, Michael F. Murray, St. Cloud, Minn., WOAI, San Antonio, 2-25-37; NEW, Tayou Brdcstg. Co., Houston, NEW, Brownwood Brdcstg. Co., Brownwood, Tex., 3-4-37.

MISCELLANEOUS—WMCA, New York, mod. license increase to 1 kw; Montgomery Brdcstg. Co., Montgomery, Ala., denied petition to remand Docket No. 3982 to Examiner with directions Ex. Rep.-I 234 be rewritten; NEW, F. M. Gleason, Rossville, Ga., denied reconsid. & grant without hearing CP new station 1200 kc 100 w D; NEW, Ferris Hedge et al, Adrian, Mich., denied dismissal applic. new station and to cancel order take depositions; WPRO, Providence, granted petition intervene applic. Bay State Brdcstg. Co.; WOW, Omaha, granted petition intervene applic. Central States Brdcstg. Co. new station at Council Bluffs; Portland Brdcstg. System Inc., granted petition intervene hearing on applic. Cumberland Brdcstg. Co. Inc., for new station at Portland, Me.; oral argument applic. KVOS, Bellingham, for renewal and transfer control postponed to 2-18-37, argument on applic. Bellingham Pub. Co. for CP and Gomer Thomas for CP also set for 2-18-37; answer of Intermountain Brdcstg. Corp., relative WATR proceedings for CP accepted.

APPLICATIONS DISMISSED — KUOA, Siloam Springs, Ark., Mod. CP 1260 kc 5 kw D and midnight to 6 a. m.; KFEL, Denver, mod. lic. 920 kc 500 w unl.; WBNO, New Orleans, CP 1500 kc 100 w unl.; NEW, S. H. Patterwon, Denver, CP 1570 kc 1 kw unl. Commission on Jan. 12, 1937 denied petition asking reinstatement and request for dismissal without prejudice; applic. is therefore dismissed with prejudice.

JANUARY 26

APPLICATIONS GRANTED:

KSTP, St. Paul—CP change equip.

WISN, Milwaukee—CP move trans. locally, vert. antenna.

KRE, Berkeley, Cal.—CP trans. site, new equip., vert. radiator.

WMFN, Grenada, Miss.—Mod. CP extend completion.

KFJB, Marshalltown, Ia.—Same.

KSUB, Cedar City, Utah — Mod. CP trans., studio sites, vert. radiator.

KOY, Phoenix, Ariz. — Mod. CP new equip.

WFIL, Philadelphia — Mod. CP extend completion.

WEXL, Royal Oak, Mich.—License for CP 1310 kc 50 w unl.

KFEQ, St. Joseph, Mo.—License for CP.

WALR, Zanesville, O.—License for CP.

WECA, Evansville, Ind.—License for CP.

WTAR, Norfolk, Va.—License for CP emergency purposes.

WAAB, Boston—License for CP.

WGH, Newport News, Va. — License for CP.

WNAC, Boston — Mod. license change name to Yankee Network Inc.; WEAN, Providence, same.

WKRC, Cincinnati—Extension exp. auth. 1 kw.

KFAB, Lincoln — Extension exp. auth. Synchro.-WBBM LS to midnight.

WBBM, Chicago—Same.

KRMC, Jamestown, N. D.—Mod. CP trans. site, equip., vert. radiator, increase D to 250 w.

WICC, Bridgeport—Vol. assign. license to Yankee Network Inc.; WAAB, Boston, same.

KFPL, Dublin, Tex.—License for CP as mod. 1310 kc 100 w 250 w D unl.

WWL, New Orleans — Extension exp. auth. unl. 850 kc 10 kw; extension license 2 mo.

KDAL, Duluth—License extended 3 mo.

WIOD - WMBF, Miami — Renewal license.

SET FOR HEARING—WCHS, Charleston, W. Va., vert. radiator, increase w to 1 kw; KIEM, Eureka, Cal., CP new equip., increase 500 w to 1 kw; KRE, Berkeley, CP move trans., new equip., change 1370 to 1440 kc, increase 100 w 250 w D to 1 kw; WSB, Atlanta, CP new equip., vert. radiator, increase 50 to 500 kw (before Division); WHIS, Bluefield, W. Va., mod. license N 500 w to 1 kw; WKBH, La Crosse, Wis., renewal license; WSVS, Buffalo, renewal license; WSAJ, Grove City, Pa., renewal license.

APPLICATIONS DISMISSED — NEW, Washington Post, Washington, D. C., CP 1310 kc 100 w 250 w LS unl.; NEW, Abraham Plotkin, Chicago, CP 1600 kc 100 w 250 w LS unl.

SPECIAL AUTHORIZATIONS—WJAG, Norfolk, Neb., extension temp. auth. 1060 kc 1 kw ltd.; KWJJ, Portland, Ore., extension temp. auth. 1040 kc ltd.; WJEJ, Hagerstown, Md., extension temp. auth. 30 w LS-11 p. m. four days a week; WTIC, Hartford, extension Simul.-KRLD 1040 kc 50 kw; KTHS, Hot Springs, Ark., extension exp. auth. 1060 kc 10 kw Simul.-WBAL 6 p. m.-LS, Sh. after LS: KRLD, Dallas, extension temp. auth. Simul.-WTIC; WESG, Ithaca, N. Y., extension temp. auth. 850 kc D to LS 1 kw; WBAL, Baltimore, extension temp. auth. 1060 kc 10 kw Simul.-KTHS 6 a. m.-LS Hot Springs, Ark., and LS Hot Springs to 9 p. m. unl.; Synchro.-WJZ 760 kc 2½ kw 9 p. m.-midnight directional.

ACTION ON EXAMINERS' REPORTS:

NEW, Voice of Marshall Assn., Marshall, Tex., denied CP 1500 kc 100 w spec., sustaining Examiner Hill.

NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.—Granted CP 1330 kc 250 w 500 w D unl., sustaining Examiner Hill.

NEW, C. A. Rowley, Ashtabula, O.—Granted CP 940 kc 250 w D, sustaining Examiner Bramhall.

KFPM, Greenville, Tex.—Dismissed applic. renewal license and for vol. assign. license New Furniture Co. to Voice of Greenville, sustaining Examiner Seward.

NEW, Southwest Brdcstg. Co., La Junta, Col.—Granted CP 1370 kc 100 w unl., sustaining Examiner Seward.

ORAL ARGUMENTS—NEW, Continental Radio Co., Columbus, O., 3-4-37; NEW, Continental Radio Co., Toledo, same.

MISCELLANEOUS — WJAX, Jacksonville, Fla., granted pet. intervene applic. Metropolis Co., for CP Jacksonville, Fla.; WFBM, Indianapolis, granted petition intervene applic. Curtis Radiocasting Corp., CP Indianapolis; Twin City Brdcstg. Co. Inc., granted petition intervene applic. James D. Scannell CP new station Lewiston, Me.; WBRC, Birmingham, granted pet. intervene applic. Birmingham News Co. for CP new station; answer of Curtis Radiocasting Corp. re applic. Knox Radio Corp., Richmond, Ind., and Northwestern Pub. Co., Danville, Ill., accepted; time to file exceptions to Ex. Rep. I-324 extended to 1-25-37; NEW, R. Lacy and J. R. Curtis, d/b Radio Enterprises, Lufkin, Tex., refused and returned proposed amendment original applic. CP new station 1310 kc 100 w D set for hearing 2-5-37.

JANUARY 27

Continental Radio Co., Washington—Denied pet. and sup. pet. rehearing applic. of WOL.

Examiners' Reports . . .

NEW, Times-Herald Pub. Co., Vallejo, Cal. — Examiner Bramhall recommended (I-335) that applic. CP 1320 kc 250 w D be granted.

NEW, Advertiser Pub. Co. Ltd., Honolulu; Fred J. Hart, Honolulu—Examiner Irwin recommended (I-336) that applic. Advertiser Pub. Co. for CP 1370 kc 100 w unltd. be granted; that applic. Fred J. Hart for CP 600 kc 250 w unltd. be denied.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.—Examiner Bramhall recommended (I-338) that applic. CP 1370 kc 250 w D be granted.

WMAS, Springfield, Mass. — Examiner Dalberg recommended (I-339) that applic. CP change 1420 kc 100 w 250 w LS unl. to 560 kc 1 kw unl. be denied.

KHSL, Chico, Cal.—Examiner Hyde recommended (I-340) that applic. change 950 kc 250 w D to 1260 kc 250 w unl. be granted.

NEW, Dallas Brdcstg. Co., Dallas—Examiner Hill recommended (I-341) that applic. CP 1500 kc 100 w D be granted.

WGBI, Scranton — Examiner Bramhall recommended (I-342) that applic. mod. license 880 kc 500 w Sh.-WQAN to 880 kc 500 w 1 kw LS Sh.-WQAN be granted.

WGAR, Cleveland — Examiner Walker recommended (I-343) that applic. transfer control to WJR the Goodwill Station be granted.

Applications . . .

JANUARY 15

NEW, Ohio Brdcstg. Co., Steubenville, O.—CP 780 kc 250 w D.

NEW, Ohio Brdcstg. Co., Marion, O.—CP 880 kc 250 w D.

NEW, Ohio Brdcstg. Co., E. Liverpool, O.—CP 1350 kc 250 w D.

NEW, Ohio Brdcstg Co., Salem, O.—CP 1420 kc 100 w D.

WHIS, Bluefield, W. Va.—Mod. license increase 500 w 1 kw D to 1 kw N & D.

NEW, Leonard A. Versluis, Grand Rapids, Mich.—CP 830 kc 500 w D.

NEW, Archie E. Everage, Andalusia, Ala.—CP 1420 kc 100 w 250 w D unl., amended to 1310 kc.

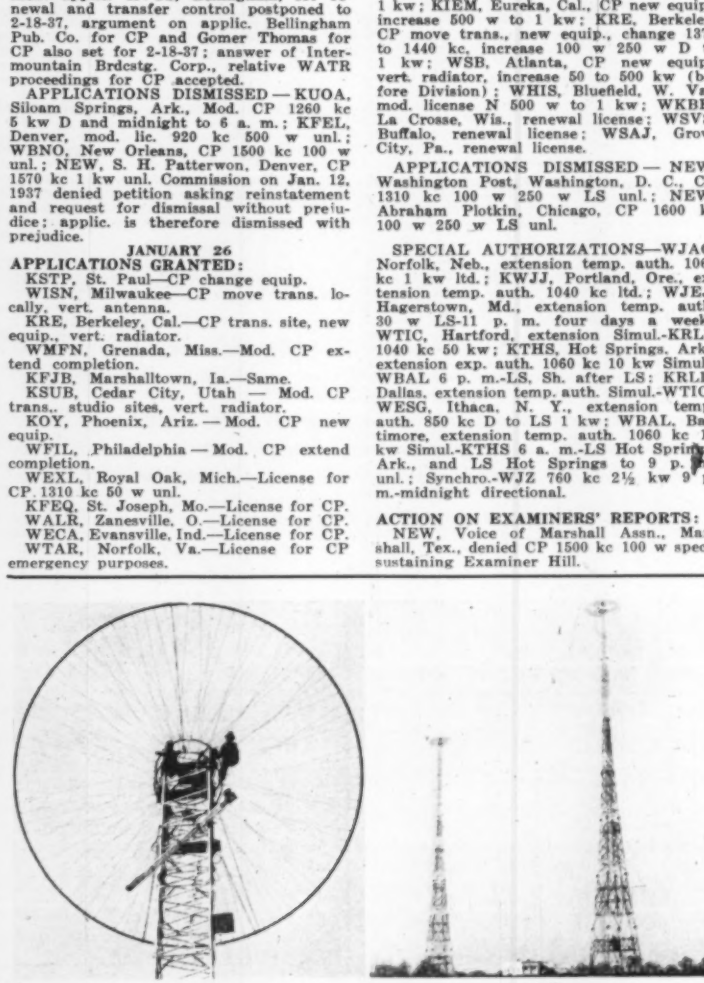
NEW, G. Kenneth Miller, Tulsa—CP 1310 kc 100 w unl.

NEW, J. Laurance Martin, Amarillo, Tex.—CP 1120 kc 100 w ltd., amended to 250 w, spec. hours, move studio, trans. locally.

KGGC, San Francisco—CP change equip., vert. antenna, change 1420 to 1370 kc, increase D to 250 w, change time from spec. to unl. (contingent KRE grant change to 1440 kc).

KHQ, Spokane—Mod. license 1 kw 5 kw D to 5 kw N & D.

NEW, Ben S. McGlashan, Los Angeles—CP high-frequency station 500 w.



Two Antennas in One—WHK-WJAY Bicycle Radiator

SOME 300 feet in the air are two antennas that look like bicycle wheels. They are the key points in the transmitter plants of WHK and WJAY, Cleveland. One is used by WHK on 1390 kc. and the other by WJAY, sister station, on 610 kc.

The wheel-like arrays were developed by E. L. Gove, technical supervisor of the stations. They are nondirectional, are said to be highly efficient, offer less wind resistance and have better electrical characteristics. Between the two towers is the transmitter building for both stations. Mr. Gove has pioneered in development of this type of antenna and in monel metal trimming for all equipment. WHK is said to have been the first fully AC-operated station, has maintained a high-fidelity rating for five years, and developed the first sectionalized insulated towers.

JANUARY 18

WICC, Bridgeport—Vol. assign. license So. Conn. Brdcstg. Corp. to Yankee Network Inc.

WAAB, Boston—Vol. assign. license Bay State Brdcstg. Corp. to Yankee Network Inc.; license for CP as mod. new equip.

NEW, New England Radio Corp., Bridgeport, Conn.—CP 1420 kc 100 w D, amended to 1190 kc 250 w ltd., contingent WATR being granted 1290 kc.

WJAY, Cleveland—License for CP move trans., new trans., antenna.

WEXL, Royal Oak, Mich.—License for CP new equip.

WGH, Newport News, Va.—License for CP new antenna, move trans.

WKRC, Cincinnati — Extension exp. auth. 1 kw.

KGKL, San Angelo, Tex. — CP new trans., change antenna, change 1370 to 940 kc, 100 w 250 w D to 1 kw 5 kw D, move trans.

NEW, Carolinas Radio Inc., Charlotte, N. C.—CP 880 kc 500 w 1 kw D unltd.

KFEQ, St. Joseph, Mo.—License for CP new equip.

KWTN, Watertown, S. D. — CP new trans., vert. antenna, change 1210 to 1340 kc, from 100 to 500 w, move trans., asks KGDY freq. if granted 1210 kc, amended D to unltd.

KRKO, Everett, Wash. — CP change equip., vert. antenna, increase 50 to 100 w 250 w D, move studio, trans.

JANUARY 19

W1XER, W1XAC, W1OXCT, Quincy and Boston — Mod. license Shepard Brdcstg. Service Inc. to Yankee Network Inc.

WBRY, Waterbury, Conn. — CP new trans., increase D to 1 kw.

WEAN, Providence—CP change equip., increase D to 5 kw.

WESG, Ithaca—Extension exp. auth. 850 kc LS New Orleans.

WFBR, Baltimore — CP new trans., directional antenna, increase 500 w 1 kw D to 5 kw, move trans. locally.

NEW, Fall River Herald News Pub. Co., Fall River, Mass.—CP 1240 kc 1 kw unl. directional.

NEW, Philadelphia Radio Brdcstg. Corp., Philadelphia—CP 1570 kc 1 kw unl.

KNEL, Brady, Tex.—CP change trans., increase 100 to 250 w.

KOCA, Kilgore, Tex.—License for CP as mod.

WTAW, College Station, Tex.—Mod. license spec. to D.

NEW, T. E. Kirksey, Waco, Tex.—CP 1330 kc 500 w unl., amended to 930 kc 250 w D vert. antenna.

NEW, Faith Brdcstg. Co. Inc., Wichita Falls, Tex.—CP 1380 kc 1 kw unl., amended re equip., change D to 5 kw, directional N.

NEW, WSMB Inc., New Orleans — CP 1500 kc 100 w 250 w D unl.

KABR, Aberdeen, S. D.—CP new trans., change 1420 to 1390 kc, increase 100 w to 1 kw, amended to 500 w 1 kw D, change equip., directional N.

KANS, Wichita — Vol. assign. license Charles C. Theis to KANS Brdcstg. Co.

WGES, Chicago—CP change trans., move trans., studio locally.

WLBC, Muncie, Ind. — Mod. license Simul.-D, Sh.-WTRC N to unl.

WTAQ, Green Bay, Wis.—Mod. license to modify directional antenna.

KWSC, Pullman, Wash.—License for CP change equip., increase power.

KYOS, Merced, Cal.—Mod. license 1040 kc to 1280 kc, hours D to unl. 250 w, amended to 1260 kc.

NEW, Roberts-McNab Hotel Co., Bozeman, Mont.—CP 1420 kc 100 w 250 w D, amended to Roberts-McNab Co.

NEW, Northwest Research Foundation Inc., Seattle — CP 1530 kc 1 kw unl., amended from Ward Walker to new title.

JANUARY 22

WHK, Cleveland—Mod. license D 2½ to 5 kw.

WIP, Philadelphia — Extension spec. auth. 1 kw.

KGFF, Shawnee, Okla.—Mod. license 1420 to 1430 kc, 100 w 250 w D to 250 w N & D.

KGHI, Little Rock, Ark.—License for CP move trans., new vert. antenna.

KOTN, Pine Bluff, Ark.—CP vert. antenna, move studio, trans. locally.

KVSO, Ardmore, Okla.—License for CP change hours.

WJNO, W. Palm Beach, Fla.—CP change equip., increase 100 to 250 w.

WKY, Oklahoma City—Mod. license 1 kw 5 kw D to 5 kw N & D.

NEW, Athens Times Inc., Athens, Ga. —CP 1210 kc 100 w 250 w D unl.

KFEQ, St. Joseph, Mo.—Mod. license D to unl., 2½ kw.

KOIL, Council Bluffs, Ia.—License for CP change equip.

WCAT, Rapid City, S. D.—License for CP new antenna, move trans., studio.

KJBS, San Francisco—Mod. license 1070 to 1080 kc.

KFXM, San Bernardino, Cal.—CP new trans., vert. antenna, increase 100 w to 100 w 250 w D, move trans. locally.

KRSC, Seattle—License for CP as mod. change equip., increase power, change hours, move trans.

JANUARY 23

NEW, Press-Union Pub. Co., Atlantic City—CP 1200 kc 100 w D.

NEW, Frank M. Stearns, Salisbury, Md. —CP 1200 kc 250 w D.

WDRC, Hartford — Exp. auth. booster station at New Haven 1330 kc 250 w, synchronized.

WPEN, Philadelphia — Mod. license increase power etc. amended to directional N & D.

WRAX, Philadelphia—Same.

WMMN, Fairmont, W. Va. — CP new trans., increase 500 w 1 kw to 1 kw 5 kw D, amended to change name from A. M. Rowe Inc. to Monongahela Valley Brdcstg. Co.

WMFN, Grenada, Miss. — Vol. assign. CP from Attala B/C Corp. to P. K. Ewing.

KABC, San Antonio—License for CP new trans.

KUOA, Siloam Springs, Ark.—Mod. license 1260 to 620 kc, 2½ to 5 kw.

WMFR, High Point, N. C.—Mod. license D to spec.

WWL, New Orleans — CP new equip., increase 10 to 50 kw, change hours spec. to unl., amended to omit request change hours.

WTMV, E. St. Louis—License for CP as mod. new equip., increase power.

KELO, Sioux Falls, S. D. — Mod. CP new station change equip., studio, trans. sites.

NEW, Clark Standiford & L. S. Coburn, Fremont, Neb.—CP 1420 kc 100 w unl.

KAWM, Gallup, N. M.—Mod. CP change trans. studio sites.

KSFO, San Francisco—CP new trans., etc., amended from CBS of Cal. Inc. to Associated Broadcasters Inc.

NEW, Earl A. Nielson, Phoenix, Ariz. —CP 1210 kc 100 w unl.

JANUARY 27

WCBA, Allentown, Pa. — Vol. assign. license from B. Bryan Musselman to WSAN Inc.

WSAN, Allentown, Pa. — Vol. assign. license from WXAN Incorporated to WSAN Inc.

NEW, Arlington Radio Service Inc., Arlington, Va.—CP 850 kc. 250 w D.

WAML, Laurel, Miss.—License for CP new trans., move trans.

WTRC, Elkhart, Ind. — Mod. license Simul.-D Sh.-WLBC N to unl.

WIRE, Indianapolis—Mod. CP increase power asking further equip. changes.

WGL, Fort Wayne, Ind. — CP new antenna, move trans., studio, amended from Westinghouse E. & M. Co. to Westinghouse Radio Stations Inc.

WBOW, Terre Haute, Ind.—CP change equip., directional antenna N, change 1310 to 1290 kc, 100 w 250 w D to 500 w 1 kw D, move trans. locally.

KPQ, Wenatchee, Wash.—CP move trans. locally, vert. antenna.

Utility on the Air

SAN DIEGO Consolidated Gas & Electric Co., San Diego, Cal., through the Ed Davidson Agency in the same city, has returned to the air over KGB on a second series of 52 weeks. While the programs are designed primarily as goodwill and institutional gestures, they are also proving to be business getters for the retail store of the sponsor and its associated stores in Southern California (San Diego County). Previous to the holiday season the sponsors offered a free bridge pad to radio fans but had to withdraw the offer when the demand reached to the 50,000 mark.

BORDEN FARM PRODUCTS Co., New York (Golden Crest milk) on Jan. 29 started Borden Special Edition on WEAF, New York, a half-hour Friday afternoon series. J. P. Muller & Co. Inc., New York, is agency.

PROTEST against the granting without a hearing last year of a new 100-watt station at Middlesboro, Ky. to Lincoln Memorial University of Harrogate, Tenn., has been filed with the FCC by counsel for Ted R. Woodward, assistant manager of WJRD, Tuscaloosa, Ala., and WMFO, Decatur, Ala., himself an applicant for a new station at Kingsport, Tenn., on the partial grounds that FCC Commissioner Thad H. Brown and A. V. Dalrymple, FCC attorney, are members of the university's board of trustees. Construction of the college station, to be known as WLMU, has been stayed.

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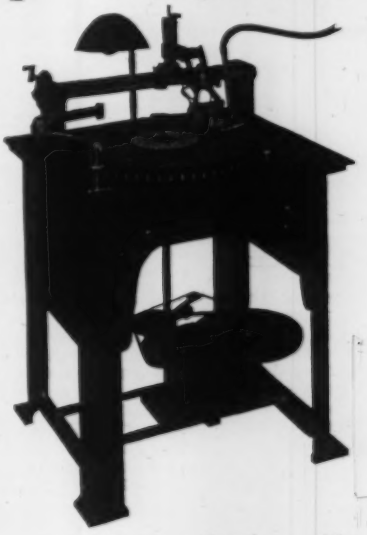

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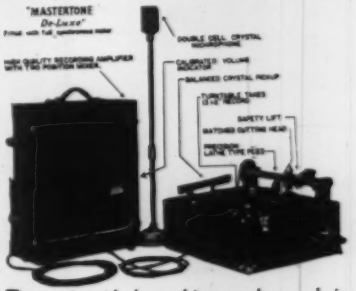

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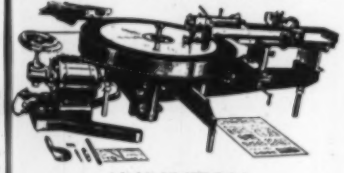

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Mr. Goodman

HSG ADVERTISING AGENCY Inc., specializing in radio advertising, has been organized, effective Feb. 1, with main offices at 420 Madison Ave., New York. Incorporated for $50,000, the agency is an outgrowth of the Harry S. Goodman Radio Broadcasting Service formed several years ago to serve advertisers in such fields as insurance, finance, jewelry, optical, furniture, etc. Today it has a total of 145 clients on the air, the majority with transcribed programs of five minutes duration. It has a staff of eight salesmen.

Officers are Harry S. Goodman, president; Harold Krelstein, vice-president; H. Knuth, secretary-treasurer. Before entering radio three years ago Mr. Goodman was president of the Bankers' Thrift Corp., Chicago. Mr. Krelstein is manager of the Chicago office at 323 S. Franklin St. He has been associated with Mr. Goodman for the last three years, and services the area between Chicago and the West Coast. H. Knuth has been a member of Mr. Goodman's organizations for 10 years and manages the New York office.

An expert on life insurance and finance, Mr. Goodman last year was selected by the National Association of Life Underwriters to write their radio program broadcast during 1936 Life Insurance week.

Radio's Role as Flood Waters Raged

(*Continued from page 77*)

tives. Lieut. Alfred Lee Bergtold, WTMV chief engineer, who is commander of the naval reserve unit in East St. Louis, established a naval reserve network of amateur stations for flood area communications covering Southern and Central Illinois to assist the Red Cross in its operations. A shortwave receiver was set up in WTMV to intercept appeals from the Illinois flood zone, and the station worked with Army, Navy and Red Cross officials through that and other means to prevent suffering and alleviate distress.

WIRE Sends Crew

WIRE, Indianapolis, carried warnings and news bulletins regularly throughout the crisis, cooperating with Red Cross, state and federal officials in sending messages to the stricken areas, according to a report from E. C. Pulliam, manager, who sent his news staff and announcers to various pickup points for news. At several junctures it fed the NBC-Red network.

The station itself was unaffected by the flood conditions. Its men on the flood job were Eugene S. Pulliam, news editor; Jack Stillwell, production manager; Morris Hicks, announcer; William Frosch, announcer; Norman Perry Jr., announcer, and Albert J. Beveridge Jr., announcer. All of these men were recruited for legwork as well as microphone work. Its Red Cross appeals the night of Jan. 24 raised $952, Morris Hicks announcing.

WMBD, Peoria, Ill., not only made its facilities available for rescue dispatches but was the first station in the country, it reported, to fulfill its Red Cross collection quota. By noon of Jan. 23, or within nine hours, Peoria had fulfilled its Red Cross demands, largely due to the broadcasts from the station.

KMOX Gets Busy

JERRY HOEKSTRA, of the special events department of KMOX, St. Louis, Don Phillips, announcer, and Harry Flannery, news commentator, together with Larry Burrows, engineer, left Jan. 23 for Cairo, Ill., where the Ohio and Mississippi join, and reported the distressed condition of sharecroppers as they crowded into Charleston and East Prairie, the higher towns in the Missouri-Illinois region. They kept broadcasting constantly from an emergency shortwave station set up in the Charleston courthouse, which was carried when needed to outlying relief stations. During the afternoon of Jan. 24 the last lines of telegraph and telephone communications between Charleston and St. Louis went out of commission due to the water and sleet. Power also went out, and KMOX then began to organize an amateur radio network to relay messages out of the area.

Capital Stations Aid

WRC and WMAL, Washington outlets of NBC, put on a drive for relief of farmers in the Ohio-Kentucky area, after two members of the staff had made an airplane survey of the area in a chartered plane from Washington. Gorden Hittenmark, announcer and Bill McAndrews, news editor, made the trip, after which the stations initiated their appeal, contending that the rural residents, seriously stricken, had been all but forgotten in the zeal of relief workers to care for city refugees.

Many Late Reports

A MISCELLANY of reports continued to flow into the newsroom of BROADCASTING as it went to press, telling of additional work done by the stations. On Jan. 28, for example, WREC, Memphis, reported it had raised $43,000 for the Red Cross against a quota of $30,000. KSTP, St. Paul, reported raising $5,000 with a special show the night of Jan. 25, with more still pouring in, and it had sent its mobile unit (KABE) to Cairo with Chief Engineer Lester Carr and Operator Fred De Beaubien. WMCA, New York, reported raising $3,000 up to Jan. 27 at midnight and was continuing on all-night schedules. WBIG, Greensboro, N. C., raised $3,000.

Mutual Network reported it was concentrating its pickups from Memphis, where it had hooked up with WNBR, and it sent Announcers Dave Driscoll and Howard Barnes Jan. 27 by plane to that city. WNEW, New York, raised $1,500 the first night of its Red Cross appeals. WJSV, Washington, sent Arthur Godfrey on a special flight to Louisville and Memphis, Godfrey piloting a plane himself.

Sponsors were urging stations to cut their advertising where necessary and devote the time to flood relief authorities. Atlantic Refining Co. contributed its *Ma and Pa* time to relief, Joseph M. Rollins, advertising manager, reported, while in Cincinnati Procter & Gamble was asking stations carrying its programs to drop commercials for relief appeals. General Electric Co. reported offering portable radio apparatus to the Red Cross, which accepted, whereupon a crew was sent with it to Evansville consisting of Gene Darlington, shortwave director; Lyle Peer, of the research laboratory; Harold Towlson, of WGY, and Herbert Duvall of the radio department.

WHIO Aids Distressed

WHIO, Dayton, a city on a hill since is was devastated in the 1913 flood, raised the entire county relief quota in less than a day and aided in saving some 3,000 persons marooned in Carrollton, Ky., by notifying WKRC and WLW, Cincinnati, of the town's plight. The word was relayed to WHAS, Louisville, which sent two Coast Guard cutters from Lawrenceburg, Ky. WHIO kept two sets tuned to WLW and WKRC, which in turn had receivers tuned to WHIO, and efficient communication was maintained. Contact was kept with WYYA, Wright Field shortwave station, which in turn was in touch with police in Cincinnati.

FROM PLANE—Truman Bradley, commentator of WBBM, Chicago, describes the flood from the sky.

1000 Watts **KIRO** 710 KC

SEATTLE, WASHINGTON

KIRO LOOIE says:

"It's not what you've got, but what you do with it that counts.'

KIRO is carrying more business than any other independent station in the Pacific Northwest, and by doing an outstanding job is constantly increasing that figure.

NEW YORK DETROIT — NATIONAL REPRESENTATIVES **John Blair & Co.** — CHICAGO SAN FRANCISCO

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

100 PERCENT SHADOWGRAPHED

ACTONE TRANSCRIPTION NEEDLES

TYPE

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request

PLAYBACK NEEDLES

STEEL CUTTING NEEDLES

Manufactured by

W. H. Bagshaw Co.

Lowell, Mass.

Distributed by

H. W. Acton Co., Inc.

370 Seventh Ave., N. Y. City

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GRISWOLD MFG. Co., Erie, Pa. (aluminum ware) on Jan. 31 started *J. Alden Edkins* on 2 NBC stations (WJZ, WTAM), Sun., 8:45-9 p. m. Agency: BBDO, N. Y.

SOCIAL JUSTICE PUBLISHING Co., Royal Oak, Mich. (weekly newspaper) on Jan. 24 started *Father Coughlin* on 18 MBS stations (WAAB, WSAR, WSPR, WLBZ, WFEA, WTHT, WNBH, WLLH, WBRY, WLNH, WRDO, WEAN, WICC, WKBW, WCAU, WJR, KOIL, WHB) Sun., 3-4 p. m. with repeat on 24 MBS stations (WOR, CKLW, WSYR, WABY, WBAL, WWSW, WFIL, WOL, WGAR WMT, KFEL, KWK, WSAI, WCOL, and 10 Don Lee stations), 8-8:30 p. m. Agency: Albert M. Ross Inc., N. Y.

DUART SALES Co., San Francisco (creme of milk facial cream, lipstick, permanent waves) on Feb. 1 starts *The Passing Parade* with John Nesbitt on 4 NBC-Red stations (KOA, KDYL, WMAQ, WOW) and on March 1 adds KYW, Mon., 4:45-5 p. m. (PST). On Feb. 2, 4:45-5 p. m. (PST) sponsor starts same program on 8 NBC-Red stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, WMAQ, WOW) and on March 2 adds WEAF, KYW. Agency: Howard E. Williams, San Francisco.

PHILLIPS PACKING Co. Inc., Cambridge, Md. (canned soups & foods) on Feb. 17 starts *George Rector* on 31 CBS stations, Wed., Thurs., Fri., 1:30-1:45 p. m. Agency: Blackman Adv. Inc., N. Y.

PHILIP MORRIS Ltd., New York (cigarettes) on Feb. 13 starts *Johnny Presents* on 51 CBS stations, Sat., 8:30-9 p. m. Agency: Biow Co. Inc., N. Y.

LEWIS-HOWE Co., Des Moines (Tums) on Feb. 2 starts *Vocal Varities* on 21 NBC-Red stations, Tues., Thurs., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

SUSSMAN WORMSER & Co., San Francisco (S & W canned foods), on Feb. 15 starts for 52 weeks, *S & W Junior News* on 8 NBC-Pacific Red stations, Mon., Fri., 5:45-6 p. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox toothpowder) on Jan. 7 started *Dr. E. V. Meadows Beauty Forum* on 4 MBS stations (WOR, CKLW, WAAB, WGAR), Thurs., 9:45-10 a. m. and on Jan. 28 adds WGN, KOIL, WHB), 10:30-10:45 a. m.; on Feb. 1 begins 85 quarter-hour programs five times weekly on three Yankee stations. Agency: Brown & Tarcher Inc., N. Y.

F. W. FITCH Co., Des Moines (shampoo) on March 3 starts unannounced program on 5 NBC-Red stations (WEAF, WCAE, WTAM, WWJ, WMAQ), Sat., 11:45-12 noon. Agency: L. W. Ramsey Co., Davenport, Ia.

SCOTT FURRIERS Inc., Boston (Furs), on Dec. 23, started 52 transcription shows thrice weekly, a. m. quarter-hour program *Scott Furriers' Figure, Fun & Fashion Club of the Air*, on four Yankee stations WNAC, WEAN, WTHT, WCSH). Agency: Continental Adv., Boston.

COSMOS CHEMICAL Co., New York (Sanovan Odorless Deodorant), on Dec. 28, began 13 participations in *Gretchen McMullen Household Broadcast*, on 11 Yankee stations. Agency: BBDO, N. Y.

KELLOGG Co., Battle Creek (cereal), on Jan. 8 began 52 15-minute programs *Bill Cunningham*, Fri., p. m., on 10 Yankee stations. Agency: N. W. Ayer & Son Inc., N. Y.

OWENS ILLINOIS GLASS Co., Toledo (glass containers) on Feb. 5 starts *Coffee Club* on 4 MBS stations (WOR, WAAB, WGN, KWK), Fri., 8-8:30 p. m., with repeat 10-10:30 p. m. Agency: U. S. Adv. Corp., Toledo.

Renewal Accounts

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Feb. 2 renews the *Lady Esther Serenade* on 41 NBC-Red stations, Tues., Wed., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Feb. 22 renews *Wayne King's orchestra* on 37 CBS stations, Mon., 10-10:30 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

KELLOGG Co., Battle Creek, Mich. (cereal) on Feb. 5 renews *Singing Lady Musical Plays* on 45 NBC-Blue stations, Fri., 5:15-5:45 p. m. Agencies: N. W. Ayer & Son Inc., N. Y. & R. C. Smith & Son Ltd., Toronto.

KELLOGG Co., Battle Creek, Mich. (cereal) on Feb. 1 renews *The Singing Lady* on 14 NBC-Blue stations, Mon., thru Thurs., 5:30-5:45 p. m., and on June 28 will add Fri. period. Agencies: N. W. Ayer & Son Inc., N. Y. & R. C. Smith & Son Ltd., Toronto.

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers & equipment) on Feb. 22 renews *Boake Carter* on 23 CBS stations, Mon., thru Fri., 7:45-8 p. m. Agency: Hutchins Adv. Co. Inc., Rochester, N. Y.

Network Changes

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Jan. 24 added 10 Don Lee stations and KFEL, Denver, to its Mutual network program, Sun., 4:40-5 p. m.

PHILIP MORRIS & Co. Ltd., New York (cigarettes), on Feb. 2 adds KGU, Honolulu, to NBC-Pacific Red program.

CALIFORNIA CONSERVING Co., San Francisco (C-H-B food products) changes title of *CHB Studio Party* on 10 NBC-Pacific Red stations, Tues., 7:45-8 p. m. (PST). to *Who Am I?*

SPERRY FLOUR Co., San Francisco (Sperry flour products), on Feb. 2 only, participation in *Woman's Magazine of the Air* on 7 NBC-Pacific Red stations, Fri. 3:15-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

GENERAL FOODS Corp., New York (Log Cabin Syrup) adds Jackie Coogan to NBC-Blue network program, Tuesdays, 8-8:30 p. m.

NATIONAL BISCUIT Co., New York (crackers) on March 28 shifts NBC *Twin Stars* to 70 CBS stations, Sun., 8-8:30 p. m. period, with same talent, Victor Moore, Helen Broderick, and Buddy Rogers orchestra.

Thompson to Agency

GRIFFITH E. THOMPSON has been appointed radio director of Bermingham, Castleman & Pierce Inc., New York, effective Feb. 1. Mr. Thompson was formerly sales manager of WBZ, Boston, and later in charge of the NBC New England sales office, covering both national and local business. He was transferred to the sales staff in New York in June, 1936.

National Biscuit Test

NATIONAL BISCUIT Co., New York (crackers) is launching a test program on WMAQ, Chicago, beginning Feb. 1, 1:30-1:45 p. m. (EST), and will be heard Mondays through Fridays. Program is *Dan Harding's Wife* with Isabel Randolph, Merrill Fugit and Lorretta Poynton in the cast. McCann-Erickson Inc., New York, is advertising counsel.

Glass, Coffee Concerns Join in Series on MBS

OWENS ILLINOIS GLASS Co., Toledo (glass containers) will sponsor a cooperative radio program in conjunction with coffee merchants using glass containers for their coffee. The series will start Feb. 5 on four Mutual stations, giving Fridays, 8-8:30 p. m., to WOR, WGN, WAAB, and at 10-10:30 p. m. to KWK. Don Lee Network may be added later. Program will have Richard Himber's orchestra, Stuart Allen and Gogo DeLys, and is entitled *Coffee Club*.

Owens Illinois will pay for the air time with the coffee merchants dividing the talent cost equally. The series will also be taken off the line and placed on discs to be used on stations that are unable to clear time. WBAL, Baltimore, is the first to be signed for the discs. U. S. Adv. Corp., Toledo, has the account.

RCA Names Ted Smith To New Camden Post

APPOINTMENT OF T. A. (Ted) Smith, manager of the New York office of RCA Mfg. Co. Inc., transmitter sales branch, as manager of broadcast transmitter sales at Camden, was announced Jan. 28 by I. R. Baker, manager of transmitter sales of RCA. Simultaneously, Mr. Baker announced that Ben Adler, in charge of tube sales in Camden, had been transferred to New York to succeed Mr. Smith.

Mr. Smith has had wide experience in visual as well as sound radio. He was attached to the technical and test branch of RCA in New York prior to joining the transmitter sales section several years ago, as early as 1927 having been in charge of television development.

ATLANTIS SALES Co., Rochester (Coleman's mustard) on Feb. 13 starts a 13-week spot series on nine stations, thrice weekly, participating in household programs on WTIC, WLS, WEEI, WEBC, KSTP, WGY, KDKA, WJR, WJAR. J. Walter Thompson Co., New York, is agency.

EARL A. NIELSON, managing KOY, Phoenix, Ariz., which he recently sold to interests headed by Burridge D. Butler, operator of WLS, Chicago, has applied to the FCC for authority to erect a new 100-watt station on 1210 kc. in Phoenix.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Roamin' Round With
THE SUNDAY PLAYERS

250,000 LISTENERS PLEDGE THEIR HELP

LOS ANGELES.—We have watched the work of THE SUNDAY PLAYERS for almost four years, and w feel they bring to radio, and especially to our Sabbath programs, something which is very badly needed, and which is available from no other source. Because of this fact, WE DO NOT HESITATE TO PLEDGE OUR WHOLE-HEARTED CO-OPERATION AND ACTIVE SUPPORT TO ANY APPROPRIATE SPONSOR that is acceptable to the Executive Committee, and we believe we can speak for the 700 Churches and 250,000 Church members whom the Federation represents. — *Federation of Protestant Churches of Los Angeles.*

• • •

SEATTLE.—The good they may do is almost unlimited. — Dr. Benjamin Magee, Minister, First Methodist Church.

• • •

KNOXVILLE. — 100% favorable criticism from public and pulpit. Expect to renew.— *Knoxville News-Sentinel.*

• • •

BALTIMORE.—Results so good I extended contract another six months and will continue when this contract expires.—William Cook.

• • •

EL PASO.—Have renewed our contract for another year. Consider it unexcelled.— *Kaster-Maxon, Inc.*

• • •

CINCINNATI. — Hundreds of enthusiastic and commendatory letters weekly, from clergy and laity. Excellent advertising medium for good will, prestige, and sales.— Arlington Memorial Park.

• • •

BISMARCK, N. D. — Highly satisfactory in every respect. Not a single criticism from denominational sources. Plan continuing series over this same station. — *Provident Life Insurance Company.*

• • •

LOUISVILLE.—As professor of Religious Education deeply impressed with their wonderful spiritual and character-building possibilities.—G. S. Dobbins, Southern Baptist Theological Seminary.

• • •

YOUNGSTOWN. — They make the Bible stories real and living.—*I. E. Philo, Rabbi, Congregation Rodef Sholom.*

• • •

LOS ANGELES.—I receive highly laudatory reports.—Joseph A. Vaughan, S. J., Loyola University of Los Angeles.

• • •

NOW FEATURED ON 21 STATIONS

WBZ-WBZA	*WAVE*	*WEOA*
WCAO	*WKRC*	*KTSM*
WGST	*WIRE*	*KTAT*
WDOD	*WSPD*	*KXYZ*
WLAC	*WHIO*	*KFDM*
WREC	*WBNS*	*KGAR*
WNOX	*WDAF*	*KWG*

• • •

REPRESENTATIVE NEW SPONSORS
DAVISON-PAXON, Inc., Atlanta. MASSACHUSETTS STATE BANK LEAGUE. AMERICAN NATIONAL BANK, Nashville. CITIZENS NATIONAL, Evansville. KNOXVILLE NEWS-SENTINEL . . .PROVIDENT LIFE & ACCIDENT, Chattanooga.
Watch This List Grow

• • •

A TYPICAL PERFORMANCE
Indianapolis sponsor receives hundreds of requests from single premium offer . . . qualifies 40% as ACTIVE prospects for $150 unit.

• • •

AND THE END IS NOT YET
Ohio sponsor gets 500 requests from first premium offer . . . reorders 15,000 . . . now negotiating for 150,000. Premium cost per qualified prospect 11 1/2c.

• • •

NOW BROADCASTING

Feb. 7.—*Lazarus Restored*
Feb. 14.—*The Good Samaritan*
Feb. 21.—*Pharisee's House*
Feb. 28.—*The Great Supper*
March 7.—*Hosannah to the King*
March 14.—*The Betrayal*
March 21.—*The Crucifixion*
March 28.—*The Resurrection*

• • •

52 HALF-HOUR PLAYS RECORDED AND READY

Wire for two complete shows and unusual merchandising set-up. $5 c.o.d. refunded on sale or return of records.

Mertens and Price Inc.
1240 South Main Street
Los Angeles, California

Flood Experience Helped WWVA in New Catastrophe

Goes Into Action Quickly As Water Overcomes City

By GEORGE W. SMITH
Manager, WWVA, Wheeling

MANY important lessons were learned by the inhabitants of the Wheeling, W. Va., flood area due to experience gained through the all-time 1936 high water record. When the surging waters of the 1937 flood started to roll in great volumes Wheelingward, it was greeted with a well-organized citizenry skilled in the handling of flood relief work. The terror which marked the 1936 flood was missing and in its place was found a calm and collected population ready for any and every emergency.

At the very first remote warning that high water was on its way, the staff of WWVA started to work in a thorough and systematic manner to apprise the flood areas of the maximum conditions to be expected. Every available weather source was checked and back-checked, so that as usual, only absolute facts found their way to microphones. As a result, Wheeling and vicinity were prepared well in advance for the onrush of muddy, swirling flood waters.

Remote Station Set

EARLY Friday morning, Jan. 22, it became apparent that the Wheeling district would have high water and, while predictions were considerably less than the 1936 flood, they were of sufficient proportions to merit immediate broadcast action. To meet this need a remote broadcast station was set up at the United States Weather Bureau, located in connection with U. S. Dam No. 12, five miles above Wheeling. From this point staff members gave river stage readings by Capt. J. R. Hill, chief of the Wheeling weather bureau station, at regular half-hour intervals. Each reading report broadcast was prefaced by an individualized alarm signal which called listeners to immediate attention.

While this flood service perhaps lacked the color and dash which broadcasters like to associate with catastrophe service, it was generally conceded to be one of the most efficient and effective flood service bulletins on the air by residents of towns all along the Ohio River. It was unquestionably of inestimable value in the almost perfect handling of a dangerous flood situation. It gave ample and effective notice to all residents of flood areas just what to expect and when it would be necessary to vacate homes and business places. This service served generally as a 24-hour evacuation notice where necessary. All bulletins included, in addition to river stage at time of broadcast, predicted crest, when it would be reached, and the rapidity with which the river was rising.

The usual broadcasting cooperation necessary to Red Cross and all other relief organizations was given by WWVA and is accredited with doing much to quickly relieve distressing conditions.

While the WWVA 1937 Ohio Valley Flood service did lack much of the glamor and excitement of its 1936 flood participation, this was in a very substantial measure due to a highly organized organization of rescue and relief. Paul J. Miller, production manager, again handled the details of all flood broadcasts and was brilliantly assisted by the entire station personnel.

RADIO AND THE FLOODS

(An Editorial in the St. Louis Star-Times, Jan. 26)

RADIO—both shortwave and broadcasting—has done a magnificent job in connection with the disastrous floods now sweeping the Ohio and St. Francis valleys. Ordinarily associated with entertainment activities, radio stations in the afflicted areas have taken off their uniforms, donned overalls and gone to work in earnest getting out reports of conditions, warning residents of impending danger, collecting funds and serving as a clearing house for the efforts of relief agencies.

The physical damage in this wave of floods probably equals that in any previous one in recent years, and the death toll, large as it is, would undoubtedly have been much higher except for the efficient work of the big broadcasters and the amateur radio operators who dropped all other forms of radio activities to concentrate on relief and rescue problems.

Station WHAS, owned by the *Louisville Courier Journal*, has been the most outstanding in its flood relief efforts. Discarding all other programs, that station was on the air throughout the day and far into the night warning residents, locating supplies, mobilizing truck drivers, pleading for medical supplies, establishing relief stations and directing activities of all relief workers, under the direction, of course, of the police and Emergency Relief Committee. Right at the height of its efforts with thousands still in danger, a general power failure in Louisville due to the rising waters silenced the station, abruptly ending its mercy work.

But here radio demonstrated its ability to rise above failures. By the time WHAS was silenced, the human interest quality of its messages had attracted to it not only a listener following but also a group of other stations which asked permission to rebroadcast its bulletins. Perhaps a dozen other stations were already on this volunteer network at the time WHAS was silenced. Luckily the telephone lines held so WHAS kept right on broadcasting by telephone to WSM at Nashville which served as a key station to the improvised network.

Eyewitness Story of Cincinnati Fire

(*Continued from page 68*)

ninth floor tower, Browning described the scene for broadcast over a telephone, which was fed to the downtown studios, and broadcast. Flames were licking at the very window where he worked, but he remained at his post.

Engineers immediately set up the master control panel and again broadcasts were carried on through the main studios while the fire raged outside. All programs for several days, however, will originate in the downtown studios.

Two large warehouses of the Crosley Radio Corp., across the street from the main plant, were among the 18 buildings destroyed by the fire.

Warnings Broadcast

THE ENTIRE broadcasting personnel, including artists, stenographers, executives and office help have joined the newsroom and program department in assisting in flood broadcasts. Today (Monday) virtually all operations had ceased from a commercial standpoint and nothing but flood bulletins, official messages and warnings were broadcast.

An example of WLW's activity came to light Monday after a broadcast Sunday night. At 7 p. m., Peter Grant was feeding a five-minute flood story to NBC. As he started to sign off a newsroom messenger dashed into the studio. Grant read the bulletin.

"Warning, 250,000 gallons of gasoline have just been released on the flood waters at Delhi." Residents in the danger zone, whose radios were tuned to WLW, hurriedly moved out. Shortly before 10 p. m., a WLW announcer broadcast the information that the gasoline had taken fire.

Eight persons were rescued by firemen who waded cold, swirling waters to reach them. Five homes were destroyed. The one home from which the eight were carried had no radio.

Although, Cincinnati is without electric power in the residential districts, an emergency supply is being fed from Dayton and Indianapolis. Newport and Covington, Ky., across the river, are completely cut off, but through WLW and WSAI, Red Cross headquarters has remained in contact with relief agencies in northern Kentucky.

WLW is operating on curtailed power, ordered by Lewis M. Crosley, vice-president and general manager of the corporation, as a conservation move. Should the emergency electric power go out, WLW will remain on the air through a 5,000-watt gasoline generator.

Engineers who have taken turns at the Carew Tower communications station with Mount Washington include Walter Brester, Bob Graef, Arthur Young, Bob Holloway, Charles Hamilton, Don Hoge, Louis Barnett, Rudy Baerr, Gilbert Arenstein, Phil Underwood and John Mitchell. Russell Hoff, Walter Rogers, William Symons, Larry Dammert, Don Neil, Jimmy Leonard, Ray Bierman, Charles Guffin and other members of the technical staff have alternated at studio and master control duty under R. J. Rockwell, technical chief, and Charles Butler, studio control supervisor.

If worst comes to worst, plans are to move broadcasting activities to Mason, O., 33 miles away, where the 831-foot vertical radiator antenna of WLW is located.

Bob Booth, who designed and built the mobile units, has been cruising about the flood district, ready to come in with first person descriptions and interviews with refugees and relief workers.

Paul Sullivan, WLW's ace news commentator, brought vivid pictures of flooded regions to listeners over a portable transmitter. Sullivan waded water to his hips in one instance to interview a family marooned in their home. He also contacted various relief stations for first-person stories of the flood.

CLOCK WATCHING — Al Rose, sales promotion manager of WMCA, New York, has arranged for installation of automatic clocks in 25 New York radio advertising agency offices. The clocks have the WMCA call letters, done in cut-out, on top, with the cue-line of the station—*at the top of the dial*. The clocks are located in the radio departments of the agencies and have a sweep-seconds hand checked hourly with the U. S. Naval Observatory time. Agencies have found it useful in checking their commercial programs. The finish of each clock conforms to furnishings in the office. Cost of installation and rental is borne by WMCA.

Amateur Order

AT THE request of harrassed amateur radio operators struggling to maintain disrupted communications services in the flooded Ohio and Mississippi River valleys, the FCC, through its assistant chief engineer in charge of short waves, Lieut. E. K. Jett, intervened to restrict all amateur operation in certain bands to flood relief traffic.

The order, inspired by congestion on the crowded amateur frequencies which often blotted out the weak signals from emergency stations, frequently operating with battery power under the most adverse conditions, banned all communications not directly involving emergency messages from the amateur 3500-4000 and 1715-2000 kc. bands.

KTEM, Temple, Tex., celebrated its birthday Jan. 26 with a promotion stunt titled "Station FLEM, the Voice of the Hospitals". Staged with gridiron club atmosphere, the affair drew wide attention. Listeners were charged admission to the party.

INSTINCTIVELY - *the millions of people who constitute the vast audience of "the Nation's Station" turn first to WLW.*

Alert advertisers have taken advantage of this habit by using WLW consistently for their broadcast advertising.